

CALLED PRETTIEST IN CALIFORNIA; FACE
WILL ADORN POSTERS PORTOLA FESTIVAL



Miss Emma De Velasco.

San Francisco, May 21.—Upon Miss Emma de Velasco the Portola festival committee has conferred the distinction of being the prettiest girl in the Golden State. Of the hundreds of photographs entered from all parts of California in the Portola beauty contest, Miss de Velasco's has been adjudged the most beautiful. She will be the poster girl of the festival to be held in San Francisco Oct. 22-25 next, when the Pacific coast will celebrate the 400th anniversary of the discovery of the Pacific ocean by Vasco Nunez de Balboa.

Every inch a California maid, Miss de Velasco traces her lineage back through four generations to the Count of Toros, one of a Spanish house which has added more than a few illustrious characters to the history of Lusitania. More than that, the immediate forefathers of Miss de Velasco have won a place in the history of Spanish America as statesmen, diplomats and patriots.

Miss de Velasco herself is characteristically versatile. She is a musician of some distinction, having sung at many private concerts, and is known in the social life of San Francisco, being a member of the Entre Nous and the L'Amistad cotillions. Besides that she is a business girl, holding the position of private secretary to a prominent lumber dealer.

Born in Los Angeles, March 22, 1888, and educated there and at the Santa Monica high school, Miss de Velasco has lived in this city since 1905.

Give Proper Care to
the Hair and
You Will Never
Need a Wig.

HERPICIDE



The man who wears a toupee does not like it, but has the courage of his convictions.

Nature never intended that the top of the head should be left entirely without protection. A bald head is very susceptible to contraction of colds and neuralgia. Wearing an artificial top piece counteracts this tendency, and aside from the improvement in the personal appearance, is amply justified.

How much better it would have been had the man, now chronically bald and wearing a toupee, but realized earlier in life the approaching danger and devoted a little regular attention to his hair, which would have saved it.

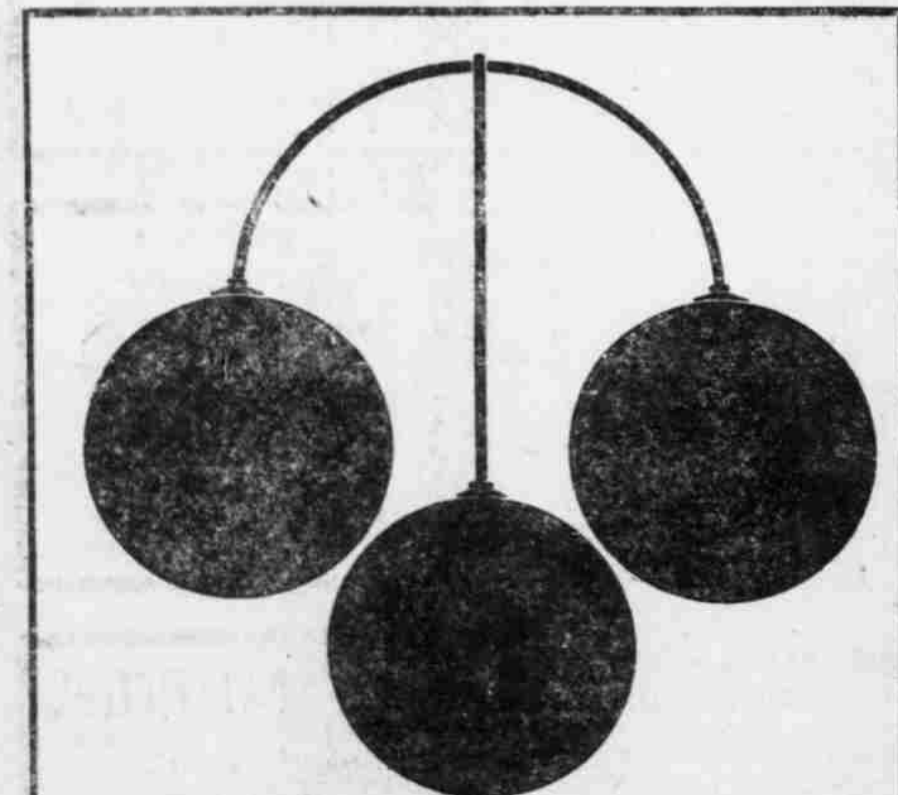
There is a remedy which will absolutely prevent baldness. Loss of hair in nine cases out of ten is unnecessary, being due to dandruff and the germ that causes it. This germ must

be destroyed and the accumulations of dandruff checked. Then the hair will not fall out, but instead will grow naturally and luxuriantly.

Newbro's Herpicide is the remedy, regular applications of which produces the most gratifying results. It has long been known as the "original remedy that kills the dandruff germ" and is absolutely dependable.

Newbro's Herpicide in 50c and \$1 sizes is sold by all dealers who guarantee it to do all that is claimed. If you are not satisfied your money will be refunded.

Anyone desiring to try Newbro's Herpicide before purchasing a large bottle will receive a nice sample and booklet by sending 10 cents in postage or silver to The Herpicide Co., Dept. R, Detroit, Mich. Young & McCombs Cooperative Store Co. are special agents.—(Adv.)



TRUNKS AND SUIT CASES AT REASONABLE PRICES

ZIFFREN'S LOAN OFFICE

TELEPHONE WEST 701-X.

320 Twentieth St.

SETTING A FASHION

Easy, No Matter How Freakish,
if It Hits the Popular Fancy.

That many of the fashions which became famous in their day and have come down to our own were due to chance or accident is now a matter of history. Interesting are the stories told of the odd origin of certain styles which an unsuspecting world probably thought were intentionally chosen for their beauty or comfort.

The courts of Europe have been especially noted for their sheeplike following of an idea introduced by the reigning monarch, when frequently that idea was evolved to conceal one of the ruler's physical defects. One of the kings of France came to the throne a child of ten. He wore his hair in long ringlets all about the head. Immediately men and women coiffed themselves likewise. The same monarch was bald at thirty, and, being a lover of all that was beautiful and feminine, he ordered the elaborate wig which was taken up and reveled in during many reigns.

As for the hair being caught in the back and held with a small bow of ribbon, the style beloved of men several hundred years ago, little girls are said to have originated the idea, and accidentally. One day a court leader happened to be visiting, and his hostess was late in arriving in the salon. The young man fell asleep, and the two children of the noble lady, creeping in, saw the guest and to play a trick tied his hair all together. The little girls, fearing to be caught, ran away, and the young man never knew of the curious picture the back of his wig presented. Other visitors discovered the garnish, laughed at the ribbon, and the young count declared bareheaded that he had so fastened his hair and meant to keep it always so from his neck and shoulders. Within a few days the entire nobility found the scheme so good they adopted the idea.

The punnier was introduced by a queen to cover a misplaced hip bone. It was an actress who finally threw the punnier aside after it had been fashionable half a century. One evening just before she was to appear on the stage the actress discovered that one punnier was entirely drenched in oil. The dress, it was thought, was spoiled by a rival.

The actress and her maid quickly thought the matter over, and both together quickly tore off the offending member of the costume. The actress donned the dress, but of course it presented a ridiculous appearance. So the other punnier was removed, and the slim young woman appeared on the stage more supple and graceful than ever. The audience at first gaped, then admired, and the next day all of London (the scene took place there) decided to imitate the actress and her severe skirt.

The origin of the beauty spot is no less interesting. The Duchess de Montmorillon suffered with a boil on the cheek and put on a bit of black mixture overnight said to be healing. In the morning she either forgot to wash her face or did not use enough care, so the story goes, and the inattentive or malicious servant allowed her mistress to appear "before the world" with her face spotted. Powdered and perfumed, Montmorillon received her callers, who found the black spot charming, so much so that before night they had anointed their faces with the black ointment.

To come down to present times, the feather boa was originated less than twenty years ago in Boston. In an idle moment an apprentice in a feather establishment sewed the discarded bits and ends of poor plumes together and strung them about her neck. The other girls laughed at the trimming, the head of the department found it pretty, and the order was given to no "nasties" in the form of plumes be thrown in the wastebasket. All parts of the plumes were kept, sewed on to a ribbon, the entire thing curled and long ribbon loops put at each end, and the feather boa was the success of the season.

The uncured plume was purely the result of an accident. The biggest race of the year, the Grand Prix d'Auteuil, was on, and women were there dressed within an inch of their lives. A fearful rainstorm came up, and people were drenched. Plumes that had left home finely curled were wet, and each spiral stood apart. It was not pretty, the effect, but it was original, and one of the milliners, not wishing to take the trouble to have the plumes of all his customers recured, advised them to allow the garnish to remain as it was.

That week following the Grand Prix d'Auteuil saw nothing but straight spiral plumes, and women liked them so much that before the following Sunday, when the Grand Prix de Longchamp was to be, women who had curled plumes had the wave taken out so that they might appear like the other fashionables. For more than a year the deflated plume was given its whole fashion life, like in this instance, only the result of an accident. Sometimes it is the outcome of an experiment; but, like the women, it is capricious and changeable.—New York Sun.

THE SERVANT QUESTION.

How Friction Between Mistress and Maid May Be Avoided.

Women spoil their servants because they do not trust them, and the fault is more with the mistress than with the maid, for women who are educated and mature should be clearer and wiser in their dealings than women who are not educated and who, because of their antecedents and limited experience, are so immature that in many ways they are very like children.

If the maid suspects her mistress of trying to get every bit of work out of her that is possible and of paying her the smallest wages that she can persuade her to take, if the mistress is sure that the maid will do as little



HIGH LIFE in Japan

The fine taste dominates

Genuine quality—is not gauged by the volume of production, by color of glass in the bottle, or by extravagant claims of superiority. Quality is indicated by the satisfaction realized in the taste of the finished product.

HIGH LIFE Beer, by virtue of the liberal use of fine materials, excellent brewing and proper aging in wood—is acknowledged to be the "finest tasting beer ever produced." Convince yourself—order a case today.

We use light bottles exclusively for this high grade beer—common beer comes in dark bottles

Miller
HIGH LIFE
The Champagne of Bottled Beer

Brewed in Milwaukee by Miller Brewing Co.

THE BROWN BOTTLE BUGABOO

Chicago, November 12, 1912

To our Clients: Please take note that we have recently given our opinion to one of our clients as to the relative merits of the white and the brown bottle for beer, as follows:

"Referring to your recent request for our opinion on the relative merits of the white and the brown bottle for beer, we wish to say that the ONLY advantage of the brown bottle over the light bottle consists in the protection it affords against the influence of light WHERE BEERS ARE NOT OF SUCH QUALITY AS TO BE IMMUNE."

"Where, however, bottle beers have attained a HIGH DEGREE OF STABILITY, influences as prolonged chilling and prolonged storage at summer temperatures, they also become less sensitive to the influence of light, so that with the usual precautions FOR SUCH BEERS THE LIGHT BOTTLE IS PREFERABLY EMPLOYED."

"Your very truly,"

"WAHL-HENIUS INSTITUTE OF FERMENTOLOGY"



Decide NOW on COLORADO

For Your Summer Vacation

Anybody who can afford ANY vacation, can easiest afford a worth-while outing in the COLORADO ROCKIES.

Because The expense of your journey there is slight—VERY LOW FARES IN EFFECT AFTER JUNE 1 FROM ALL POINTS. You can secure excellent boarding house accommodations in Colorado for as little or as much as you pay at home. Take your camera, fishing rods, tennis, racquets, golf clubs to this mile-above-the-sea playground—AND JUST REST AND HAVE A LOT OF FUN. The only right way to start a Colorado vacation is on the de Luxe

Rocky Mountain Limited

—only one night out—
via Rock Island Lines

You sleep in sumptuous Pullmans, while away the daylight hours in the luxury of a Buffet-Library-Observation car and reach this sparkling wonderland rested and happy.

Let me give you our illustrated books on Colorado and help you plan your trip.



F. H. PLUMMER, Ticket Agent,
Twentieth street, Rock Island.

HAL S. RAY, Asst. Gen. Pass. Agt.,
Des Moines, Iowa.

work as she can and will "strike" for the maximum wages, what else can they be but enemies, how else can they look at each other but askance? Fancy having in your house not only a perfect stranger, but one who considers you to be her enemy, with the certain knowledge also that she is unfriendly to you. And yet that is the kind of discord which exists every day and all day in "the best regulated families."

A practical knowledge of the work to be done, an ability to convey that knowledge to servants, to observe without appearing to observe, to correct without nagging and to show friendliness without familiarity—all these will enable us to give to a maid a sense of personal freedom and responsibility and a practical knowledge of the details of her work which will tend to dissipate the hostility engendered by years of misunderstanding.—Century.

FLOATING GARDENS.

They Have Them Anchored With Living Hedges In Mexico.

The imagination of man has always been impressed by floating islands. In ancient times such islands were regarded with superstitious reverence, and the romantic story of Delos—the natal Isle of Apollo and Artemis—is but one of the many cases recorded in classical literature of vagrant islands in the sea.

Pliny says that in the lake of Vadimonis there is a dark wood which is never seen in the same place for a day and a night together, and he describes the islands called Calaminas (i. e. "made of reeds"), in Lydia, which were not only driven by the wind, but could be pushed about from place to place with poles.

Floating gardens—some natural and some artificial—have flourished in many parts of the world from early times. They are particularly advantageous in regions exposed to floods, where a garden planted on terra firma would be ruined by these occurrences, while the floating garden is undisturbed by the rise of the waters. The famous floating gardens of Kashmir are a case in point.

The lake of Xochimilco, near the city of Mexico, is nearly covered with floating gardens, called chinampas, on which are raised vegetables and flowers for the city markets. They are formed of floating masses of water plants, covered with soil and secured by popular stakes. The latter take root and surround the islands with living hedges.—Philadelphia Ledger.

Washington—Defective railroad equipment and tracks were responsible for 68 per cent of all derailments in the United States during July, August and September, 1912. The facts are disclosed in the accident bulletin of the interstate commerce commission. The total casualties numbered 2,995 killed and 23,447 injured, an increase of 227 killed and 3,349 injured over the same period in 1911.

"A TIZ Bath, My Boy"

Can't Be Beat for Corns, Bunions and Aching Feet.

Send for Free Trial Package Today.



"When your feet are so tired they feel like stumps, when they ache so that they hurt way up to your heart, when you shamble your feet along and it seems as though all the misery you ever had has settled in your feet, look at the happy TIZ man in the picture. You can be happy-footed just the same. This man used TIZ, and now he has no more tender, raw, chafed, blistered, swollen, tired, smelly feet, corns, calluses or bunions."

As soon as you put your feet in a TIZ bath, you feel the happiness soaking in. Nothing else but TIZ can give you this happy foot feeling. Don't accept any substitutes. Demand TIZ. Mr. A. Cook, 120 W. 118 St., New York, says, "I have tried everything that could be bought, and spent hundreds of dollars for advice and treatment, but I finally found relief in a 2-cent box of TIZ." TIZ, 25 cents a box, sold at all drug stores, department and general stores or it will be sent you direct if you wish. Money back if TIZ doesn't do all we say. Write today to Walter Luther Dodge & Co., Chicago, Ill., for free trial package of TIZ, and enjoy real foot relief.