



THE JEFFERSON

RICHMOND, VA.

With the addition of 300 bed rooms, cafe, private dining room, etc., this far-famed Hotel is more magnificent, attractive and secure, than ever before. Room* single and en suite, with and without private baths. Long distance phones in every room.

The many points of historic interest in, and around the City, makes Richmond a very desirable stop-over place for tourists, where they can enjoy the equable climate, thus avoiding extreme changes of temperature.

A SQUARE DEAL MEANS A GOOD DEAL

A. S. NEWCOMB & COMPANY
Southern Pines, N. C.

Insurance Fire, Automobile, Life, Health, Accident, etc.
Real Estate Bought and Sold. Bulletins on application.
Investments Money accepted for investment in good six percent mortgages

Telephone No. 4.
Agents of S. D. Building Company.

The Magnolia,
PINEHURST, N. C.
Steam Heat, Electric Lights, Excellent Table

J. L. POTTLE & SON

THE LEXINGTON
PINEHURST, N. C.
Pleasant location, Hot and Cold Baths, Electric Light, Steam Heat.

MRS. E. C. BLISS.

SOUTHERN PINES HOTEL,
Southern Pines, N. C.

Under new management, Electric lights, Steam heat and call bells in all rooms. Golf, tennis and croquet. First-class table and service by white girls from the North. For rates, etc., address

J. L. POTTLE & SON.

An American Triumph

Few persons realize that America—as represented by the greatest of the world's silversmiths, The Gorham Co.—is producing to day articles for household and table use in sterling silver that have all the fire and spirit of the best examples of the past.

Gorham Silverware

is now nearly a hundred years old. It has accumulated a fund of experience and tradition. The famous Gorham trade mark



is recognized all over the world. It means workmanship that excludes the slightest flaw. It guarantees substantial weight. Insist upon this mark when you purchase silver.

All the best jewelers carry Gorham Silverware in stock. No others are permitted to handle it.

THE GORHAM CO.
NEW YORK

GORHAM SILVER POLISH the best for cleaning silver.

There's an Ideal Summer Home in Maine For You

THE MT. KINEO HOUSE

Elaborately enlarged and improved for 1911. Kineo boasts the greatest trout togue and landlocked salmon fishing in America, "great" hunting, canoeing, golf, mountain climbing, etc. Superb scenery; healthful, bracing climate; no hay fever. Handsome booklets free.

C. A. JUDKINS, Manager.
KINEO, Moosehead Lake, MAINE.

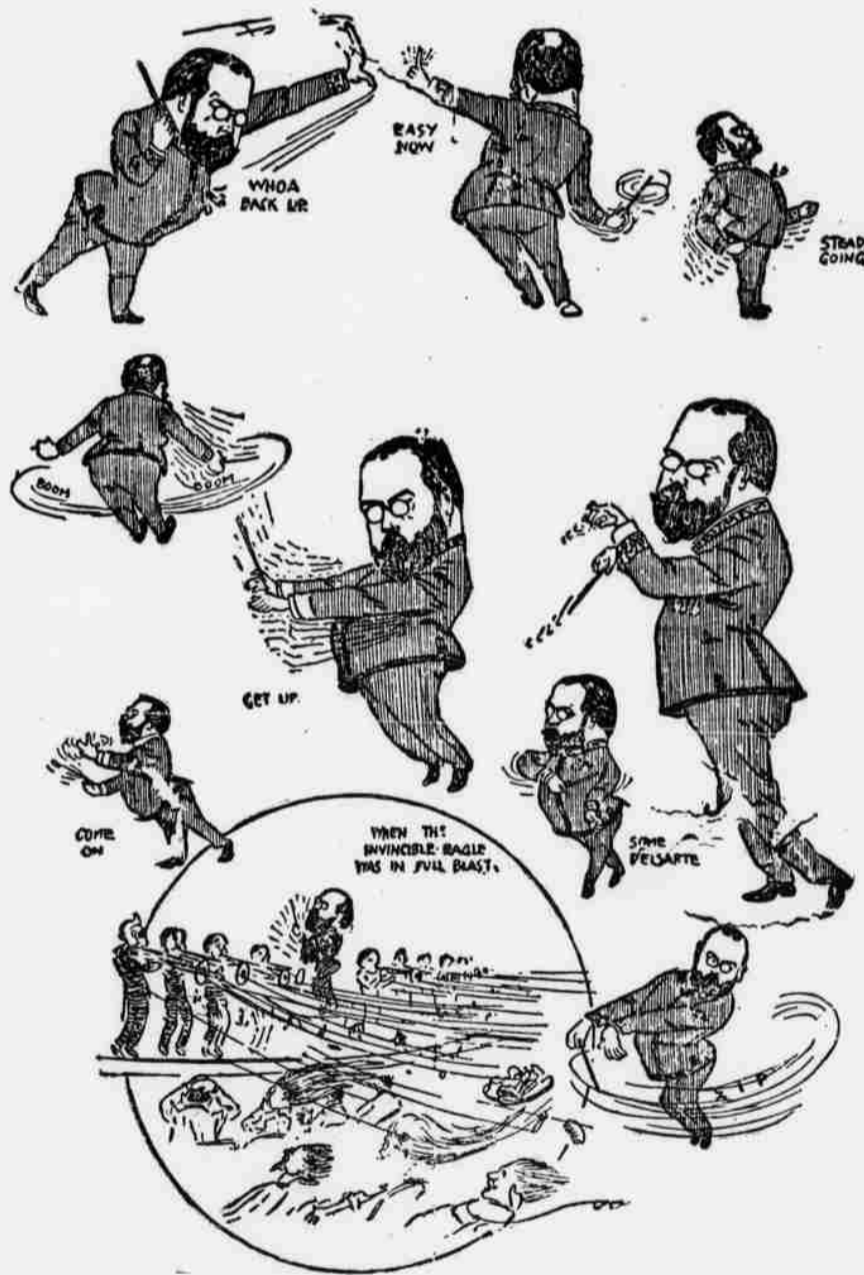
WHEN SOUSA PLAYED FOR KING

Man Glorified in Monarch As "God Save the King" is Rendered



DURING a career embracing many years of concert giving, I cannot recall more pleasant events than the two occasions upon which I had the honor to appear with my organization before the late King Edward. While my artistic success in Europe in the tours of 1900 and 1901 had

to be given in honor of Her Majesty's birthday. Secrecy was all right so far as the King and myself were concerned, but how to keep the organization in the dark was the rub. Telling seventy people a secret is very much like publishing the fact with "scare heads," so the envoy and myself resorted to subterfuge. I announced to the band, and asked them not to tell anyone, that we were to give a concert for the Baron Rothschild at his country home. The next day all London knew it! I told the band to re-



MR. SOUSA AS A BRITISH CARICATURIST SEES HIM

been most emphatic, still I had no positive intimation that we had "caught on" with His Majesty. Therefore, I was most agreeably surprised when one morning, late in November 1901, I received a call from a representative of the royal household asking if I would give a performance at Sandringham on December the first. On my telling him it would please me greatly, the representative said that the utmost secrecy must be maintained, for His Majesty desired to have the concert a complete surprise to Queen Alexandra, as it was

port at the Liverpool street station at five o'clock December first and we would then proceed by train to the Baron's place. That order was immediately communicated by the members of our party to every man, woman and child in all London town, for the band boys were immensely popular and had to tell all their secrets.

On the thirtieth of November nearly every bandsman came to me and told me with an air of superior knowledge that I had evidently made a mistake in the railway station, for the lines going