The fact is that man, nine times out of 10, seeks the society of beau-

ty. He is proud to be seen in the

company of beauty. Beauty, as a

rule, represents vitality, animation,

sense of duty. Brains encased in a

He will unconsciously jump and side

automobile. It is natural self preser-

Man's so-called supremacy over

sor of the material means of exist-

ence. He has, by covert threats and

women and children, controlled the

situation. When mothers act or pro-

test, it is nearly always in behalf of

Woman's Trump Card.

The maternal instinct is the strong-

est instinct in woman. As might

disappears from this earth, as spirit-

ual power grows, woman will assume

her rightful place on a fifty-fifty

basis. Until that time arrives in civ-

ilization's progress women will have

to adjust themselves to the situation.

Woman makes a mistake to discard

her trump card. Beauty is her one

biggest asset.

I know from experience that for a

woman to look well, to give the im-

herself in tip-top condition, to take

So I repeat, men do prefer Beaut;

to Brains. What else is Mother

Nature about? She has just one

thought in mind, perpetuating the

race so man turns naturally to

(Copyright, 1923.)

Beauty, which represents health, vi

tality, Nature at her best.

pression of beauty, of health, to keep

daily examples of starvation

the child or the race.

vation for himself and race.

ency over the other males.

Thrilling Story of North by Holman Day

Editor's Note: If, as is generally conceded, America has the most beautiful women in the world, and if this beauty is brought most nearly to perfection in an atmosphere of wealth and leisure, few writers should be as competent to discuss the subject of this article as Mrs. Gouverneur Morris, who has spent her life in New York society. And this, notwithstanding the fact that Mrs. Morris is herself by no means a woman of leisure, but has made a distinct success in the business world.

The remarkable forum being conducted in the columns of this newspaper upon love, marriage, and modern woman, offers many absorbing aspects. Coincident with the new year—leap year—Fanny Heaslip Lea, next Sunday, will propound, "If Women Should Propose!" Her treatment of the question is inimitable.

fer beauty to brains. Any hon-

est man in an honest mood will

tell you so. The fact is, men rather

resent brainy, ugly women. Men

-and resent the female interloper,

When beauty speaks men stop

tellectual frump speaks, very few

men can hear her words of wisdom

The man who with pursed lips and

carefully considered words tells you

that he prefers brains to beauty is,

perhaps unconsciously, a humbug.

This type of man, if young, will in

all probability enslave his wife, make

of her a house drudge, and at the

age of 40 or thereabouts, having ac-

cumulated enough means in his own

ceed to elope with Dotty Dimples,

marry. Are they brainy frumps or

pretty, and often brainless, dolls?

ism," who is in need of a house-

time and thought to that embroidery,

both mental and physical, to the end

So the desire on the part of a

The Value of Good Looks.

selves and put both time and earnest

thought to that end. If there is a

woman towards the pretty woman

it is the hostility of envy.

No woman

The reaching out on the part of

woman for beauty is an attempt at

perfection both from a spiritual and

should be ashamed of it. It is every

Spiritual beauty and physical

beauty go hand in hand ane make

for real and lasting beauty. One is

the complement of the other. Beauty

that is "splendidly regular, icily null"

is not my idea of beauty. Regularity

of features is but a small part of

some people call "wallop" make for

beauty. That beauty, I believe, lies

Birth of a New Beauty.

Real beauty is a clean, wholesome

optimistic mind in a clean, well-groom-

d, properly exercised, properly diet-

dulgence, the body is to kill physical

beauty. To neglect the mind, to per-

ed body. To neglect the care of or

to abuse by dissapation or

mental or spiritual beauty.

Beauty properly directed is

most powerful influence for good in

Books of Today

"FEATHERS LEFT ARCUND" - By

Miss Wells' great popularity is

famous "Fleming Stone" stories are

different. It is this quality that read-

ers of detective fiction want and they

get it in full measure and running

are filled with "new ideas," "original

problems" and baffling situations.

"Feathers" is unlike any other mys-

tery story you have ever read. A

murder has been committed. The

clues are disconcerting. The last per-

over in Carolyn Wells' tales.

within the grasp of every woman.

physical standpoint.

woman's right.

hostility on the part of the ugly

or the long distance telephone.

unless she talks through the

Holman Day gives us an interest ing character in Jean Verdon, the hero of "The Loving Are the Daring," published by Harper & Bros. Jean was a "flareback," of superb physical prowess and an indomitable quest for knowledge. He was unwilling to join in the idle gossip and frivolties of the village; he was the only young man in Boisvert who flocked by himself. As the story opens, he had two friends-his collie dog, Billee, and his mother. But Jean carried on through a series of enthralling adventures.

seem to feel that they have a corner He starts on his career by making on this particular commodity-brains a thrilling rescue at a movie "location," and is filmed unwittingly but except as an economic unit in the none the less successfully. According office or in a managerial capacity in to a custom of the great north counthe home. try, Jean is pledged by his father to the father of a girl whom the hero look and listen with attentive eye does not intend to marry. So with and wide-flung ear. When the in-Billee he sets forth to test his wings in a flight of independence. The story has a strong dramatic element and the romantic side is ably written. medium of pen and ink, art, music, It is a story that holds the interest

"A Wreath of Stars" Proves Interesting Love Story

"A WREATH CF STARS." Louise Gerard, Macauley company, New York. Love laughs at barriers, age or other kinds. A letter found in a bottle, three years after it was writin a ruinedpalace in Xenice, is found name, either in fame or money, proby a painter.

There is a certain, strange atmosphere around the story which enhances its telling. The painter, a woman, of course, has been so busy caring for her sister and her sister's children that she has had no time for romance and now that it comes knocking at her door, doesn't quite know how to entertain it.

Other events in the progress of the tale take care of that, however, and the question is successfully de-

An entertaining book of people you he has been stabbed in the back by know and meet on daily walks beauty, who is not enormously inthrough the streets.

"The Long, Long Trail" Is Interesting Western Story

has his hands full of trouble with Mary. Mary is his adopted daughter. who when the story opens, is about to be sent away to school. Needless to say that when her guardian brings home a polite and considerate bandit who has stolen the rancher's navroll, all thought of school is forgotten. The bandit proves a new type in the ring of Mary's male acquaintances and he interests the girl. He

There is an exciting chase of the bandit and poese in the order in which things go against the bandit. But Mary, no longer a spitfire, but a woman, settles that question

For Child Readers

An interesting story of Don Alden of Boston, who lived there before and proper wish actuated by the very turing the Revolution. His boyish highest and noblest of motives. urlosity led him into many interesting situations and a lot of adventures. He had his part in the battles and ed in the mind with the thought of met every test in a satisfactory man- beauty as evil, and that, I presume He finally won the attention and is an inheritance from our Puritan the praise of the man he most admired, ancestry. Just as in the olden days General Washington. This is a book filth and dirt were a badge of holifor red-blooded boys.

"A LITTLE MAID OF MARYLAND," by Alice Tuener Curtis, Penn Publishing Co., Philadelphia. Another one of Alice Turner Curtis' by many of the superficial supposed

"Little Maid" series, and just the kind to be representative of intellect. of a story that the little maids will It is the story of Barbara Anne, who lived in Maryland during the early days of the Revolution, Barbara was an ardent "Rebel" but her big brother was loyal to the king. She won him over to the side of the Colonists, and that helped to win the war for independence. A story full of interest and with a valuable histor-

"THE SAFETY FIRST CLUB FIGHTS FIRE," by W. T. Nichols. Penn Publishing Co., Philadelphia.

This is the third in the "Safety First Club" series, and like its preessors is full of sustained interest and wholesome lessons. The members of the Safety First club meet a hard problem, but they find that by standing together they can win out. One of their number is unjustly accused of cheating during a school examinaion. There is another faction which is warring against them and the trouble is finally traced to this source. A small blaze in the woods gradually develops into a serious forest fire. The Safety First club and their en-emies band together and fight the flames and the facing of great danger together gives rise to bonds of friend-

"THE SHELDON SIX." by Grace M. Remick. Penn Publishing Co., Philadel-

tette written about this time. She is the heart of the whole Sheldon family mit the mind to become a lodging nachine. Indeed, they call her the place for evil thoughts, such as hate family carburetor. Anne and Rose envy, greed, suspicion (and the mothhave already been written about, but er of all of these is fear), is to kill Connie is the one that will make the strongest appeal to the girls who are just getting a glimpse of approaching womanhood. The girls will like ie, for she is such a human little zirl. The whole series would be a wholesome asset to the library of any family where there is a girl or two,

"PRIVATEERS OF '76," by Ralph D. Paine. Penn Publishing Co., Philadelphia. Boys, here's the book for you! You ilways know you are in for a treat when you get your hands on one of Raiph Paine's seat stories. Stephen Claghorn is a typical American boy, fun loving and danger daring, and in sea story he has a plenty of both. You can smell the salt sea breezes, catch sight of the foam crested waves, was captured and thrown into an English prison, but of course he es-Not a book hero is Stephenreal flesh-and-blood boy who, but

DO MEN PREFER BEAUTY TO BRAINS?



(Elsie Waterbury Morris).

Prominenet Member of New York Society and Successful Business Woman.

laving his wife to remake her life as best she can and to care for and support his children.

He reminds me a little of the farmer who, having made his pile, drove up one day to the "Woman's Exchange" with a grimy, grey, worked-out, old wife and declared he'd come to exchange her for "some thing not so all-fired humly."

Do Intelligient Men Marry Frumps?

Surely there is no man, no matter how intellectual, unless it be that he has been stabbed in the back by head has been stabbed in the back by head any or intelligent men friends marry. Are they brainy frumps or west to the polary in the marry or and of the property of the first Constitutional control of the most of the mother.

Fishe Waterbury is equipped by Morris embarked on her first business Woman. Herself in tip-top condition, to take advantage of and develop any and worm of Fifth avenue, one in far first business Woman. Herself in tip-top condition, to take advantage of and develop any and worm in her first business Woman. Herself in tip-top condition, to take advantage of and develop any and worm in first business Woman. Herself in tip-top condition, to take advantage of and develop any and worm in first business Woman. Herself in tip-top condition, to take advantage of and develop any and worm in first business Woman. Herself in tip-top condition, to take advantage of and develop any and worm in first business Woman. Herself the advantage of and develop any and worm in first business Woman. Herself the advantage of and develop any and worm in first business Woman. Herself the advantage of and develop any and worm in first business Woman. Herself the advantage of and develop any and worm in first business Woman. Herself the advantage of and develop any and worm in first business worm in first business Woman. Herself in tip-top condition, to send the advantage of and develop any and worm in first business woman.

In the form of herself in tip-top condition to her in first business worm in first business woman. The advantage of and develop and and the low in Fifth advantage of and develop as best she can and to care for and

more attractive than brain. Beauty is a parental buncombe actuated by a mal brain, there is no greater influ-The physically weak are extremely plus brain is irresistible. likely, as a matter of survival, to de-America has the most beautiful the child safe and not by the desire velop an acuteness of perception women in the world. In America, to develop her along the right lines. along certain lines that is often where different bloods, and different times miscalled intellect and that languages, and different ideals have beauty does not require. This type all peaceably blended in the melting of woman may appeal to a man who pot, we are seeing the birth of a is actuated by "economic determinnew beauty. A more intangibe, faskeeper, a bookkeeper, or, in other words, an economic unit . . . but not, derstood. Mentally, that beauty is I think, as a wife or a mother. I freed of race hatreds, of suspicion, think it was Voltaire who said "Love is the embroidery on the stuff of nature," and I would like to add that well fed, is strong and delights in health. beauty is the embroidery, the tex-ture, the coloring on the purpose of These are the fundamental reasons ture, the coloring on the purpose of

hat today we are producing the very It behooves every woman to give highest of beautiful women.

Sinking Into Drabland. and dear to her and fulfill well her appearance means to the home. or next to a narrow-chested, intellection or real mission . . . her all important profession, the profession of erotistic self-sacrification or real man with a strong inferiority complex. Just think how much a woman's that she bring happines to those near and dear to her and fulfill well her elf to sink into drabland. She gives no thought to her personal appearance, her compexion, her hair, her man to be beautiful is a perfectly hands-ruined by neglect. She presents the picture of a woe-begone To many, I suppose, the spoken This same woman has probaby spent huge sums on a house, on dislike of beauty is in some way linkgood mother and a dutiful wife.

She doesn't see herself, as the one ness, symbolizing repression of flesh, mportant picture in the home, the so an ugly mask was a badge of one and foremost impression of her friends, her husband, her children. in another form. An ugly mask is What happens? Children are imitative and repetitive. If she permits that picture to become drab the children will either imitate or revolt. They will perhops make their escape As a matter of fact, it isn't. The from this drabness through early and most intelligent women I know fully inadvisable marriage. The husband appreciate, in the home, in social will make his escape through other life, in business, the value of good looks. They make the most of them-

Schools May Soon Teach Beauty.

Fifty years, ago our grandmothers et their teeth fall out and called the process an act of God. Today bad teeth represent nothing short criminal neglect. That is true of the complexion, of the hair, of the general appearance. My deep admiration of Mr. Roosevelt was not Roosevelt the president, but Roosevelt the weak, frail child who turned nature's failure into success. I can have only pity for the woman who is not attractive and who sits down and bemoans the fact instead of ty of moral weakness is twice guilty studying herself and transforming nature's apparent defeat into her own victory. I know any woman real beauty. Health, vitality, a good complexion, shining hair and what can do it once she recognizes its importance and determines to do it. In all youth there lies dormant brought out, encouraged, developed. I prophesy that within a few years a course on beauty will be included in the curriculum of every modern, upto-date girls' school. At present many young girls are told by teachers and parents, who seem to assume that drabness and respectability are one and the same thing, that to study preself and make oneself beautiful is mittees to make themselves, if not vanity, is wrong, and will lead to aw- beautiful, at least attractive, health; ful terrible things such as hell's fire and similar "fear thoughts."

gives attention to her personal ap- tual woman. But, we too frequently playing hookey from decency. That dealing in facts. this old world of ours. Beauty is

renerally emanate from the head of the table, along with "Ho humwhat is this generation coming to cinating, baffling beauty, because less easily classified, less easily unanyway?" (I'd like to add here that ing into its own.) However, at a ball

The Inevitable Contradiction.

These words of wisdom, I will say,

desire to dominate, possess and keep ence for good.

head of the table, I have observed in my mild and simple woman's way, always dances with beauty, invariably plays golf with beauty, and at din ner beauty sits on his right, brains, behind a grimace, holds up the wall, plays in a woman's foursome and is placed at dinner by another short-haired, brainy frump, I to believe my eyes or what some people try to tell me?

theory that man was made for woman and woman was made for man, and I hereby declare that to be my hones understanding of the matter, a brain; woman who will not resort to making she gives no thought to her own ap- the most of herself will find herself estal erected in No Man's Land, and very rightfully so, for she is not in accord with or in harmony with na Beauty is more subject to attack

than brains, but I am not discuss ing beauty's chances for downfall nor parental fears for beauty. I an discussing whether men prefer beauty to brains and I claim that they do Beauty with knowledge and the selfprotective instinct properly develop ed and right values based on truth need have no fears. Beauty blindfolded by parental ignorance and fears may come a cropper. Teach a attractive, but also teach her to use the power beauty gives her to bring out the good in people-not the evil.

The Importance of Presentability.

Beautiful woman should under here as an example. She will be imitated, followed, copied. Beauty must shoulder her responsibilities along with wealth, position, fame and influence. A beautiful woman guil-If woman, so-called intelligent wo

man, could only be made to realize the importance of presentability could only be made to understand that when man tells her he prefers t brainy woman to a beautiful woman That beauty should be he is of the variety humbugus, fool ing himself and trying to fool her and making a joke of old Mother Nature, she would save herself many a heartache, many a disillusionment realize this they would sit down in front of a mirror, take stock of their good looks and then constitute them selves into ways and means com

and charming. I do not want to be misunderstood This gives to the young girl who as belittling intellect or the intellecpearance the false feeling that she is blind ourselves to facts, and I am

finds also a photo in a watch, a page practically every movement of every of an old book and a quill toothpick, exercise. Published by J. B. Lip and with these constructs a chain of pincott company.

conclusive evidence leading to the criminal. Published by J. B. Lippin-EXERCISES FOR HEALTH AND COR-RECTION," by Frank D. Dickson M.D., and Rexford L. Diveley, M.D.

This book stands almost alone in ts particular field. There are many books on physical exercise, most of which are nothing but a jumble of miscellaneous exercises with no defiis waiting for the Italian consul-gen eral in New York city to inform him progressive series of exercises which when the annual shipment of old nay be applied effectively for health and correction. It can be used as a New York consulate. complete course or selections may be

U. S. Old Shoes

citizen and working here as a cobbler shoes will be made to Italy by the

a real flesh-and-blood boy who, but what's the use? You'll just have to what's the use? You'll just have to murdered man had been seen leaving the room where the body was found. The murdered man's watch was in this person's desk. She disappears practice in Turkey except those with practice there before the war.

Complete course or selections may be made to suit particular cases. This manual is of the greatest value to physical directors, doctors, nurses and the general public. Those who wish to correct in themselves faulty bodily health will find it a sure guide. The numerous illustrations show the consult seneral sends complete course or selections may be made to suit particular cases. This manual is of the greatest value to physical directors, doctors, nurses and the general public. Those who wish to correct in themselves faulty bodily health will find it a sure guide. The numerous illustrations show the consult seneral for resbipment to the poor in the consult practice of the consult provided to suit particular cases. This manual is of the greatest value to physical directors, doctors, nurses and the general public. Those who wish to correct in themselves faulty bodily health will find it a sure guide. The numerous illustrations show the consult provided to suit particular cases. This manual is of the greatest value to physical directors, doctors, nurses and the general public. Those who wish to correct in themselves faulty bodily health will find it a sure guide.

Former Omaha Boy Now Owns 525 Hotel Rooms in San Francisco

Largest Individual Hostelry Owner in City-Has Had Remarkable Career.

nature at her best. The normal man loves life. A ball game will attract its tens of thousands. A funeral a Word has just been received that handfull . . . and then only from a J. W. Flannery, born and reared in Omaha, has acquired the Washing leath mask man will flee from. It represents to him ill health, oblivion. ton hotel, Bush street and Grand avenue, San Francisco, giving him now, with the Court hotel and Court hotel step as from the honk of a predatory apartments and the Angelus apartments, 525 rooms in San Francisco. He is the largest individual hotel A beautiful wife he will tote owner in the downtown district of around and show off. If she is admired he gains in his own mind, by the city. His career, since he left Omaha in

right of possession, a sort of ascend 1896 with his parents for Alaska, has been one of big achievements. Though voman is based largely upon physionly 40 he is rated in the millionaire cal might. Man made laws. Man His father, Jim Flannery, lived in has heretofore been the sole posses

Omaha for 40 years and is remembered by hundreds here. He was in politics for years and served as street commissioner several terms. He is a brother of Mrs. Steve Maloney. The Flannerys moved from Omaha to Alaska in 1896 and the elder Flannery built the first hotel in Dawson,

Alaska, and later erected other hos-

Alaska, having cleared \$75,000. A restaurant and grill in Goldfield. Nev., proved another profitable ad- 1912 and has steadily acquired addi- saw. This office will centralize all venture for young Flannery. A steam- tional properties since that time. He the work that is being done for these ship brokerage office in San Fran- will take possession of the Washing- Poles returning to their homeland, and

cisco and then a woolen manufactur- ton, January 1.



J.W. Flannery

He entered the hotel business in

Cissie Has New Tropical Pet



Next week: "If Women Should "Isn't he cute?" said Cissie Loftus, famous English mimic, as she Propose!" by Fanny Heaslip Lea. fondled her new pet, a South American honey bear.

Los Angeles Dope Peddlers Scarce

Los Angeles, Dec. 29.—Narcotic peddlers and other dealers in forden drugs have allows become according to a nated in Los Angeles, according to a tement issued by W. R. Wood,

federal narcotic agent here. "I believe," Wood said, "that at present Los Angeles is freer of narcotic peddlers than any city in the world. They are afraid to venture forth here." Wood admitted, however, that several "rings," working with colleagues across the Mexican border, have been in operation and

have not been broken yet. During the last four months officers here have arrested 65 peddlers, 38 of whom are now serving sentences of from two and a half to six years in the federal penitentiary at McNeil's Island. The other 27, of whom three are women, are now awaiting trial and are in jail here. In addition more than 100 peddlers were arrested and released on ball.

Poles Will Seek Larger U. S. Quota

Warsaw, Dec. 29 .- Thanks to the interest taken by President Wojciech owski in American Poles, the organ-In the fall of 1900 they came out of ing business followed, with good of the country for the protection of returning American Poles have been able to set up a central office in Warwill keep in touch with American organizations interested in the same

> President Wojciechowski, Cardinals Kakowski and Dalbor, as well as the speakers of the diet and senate, will be asked to join the committee of this organization as honorary president Among other aims, the new organization will endeavor to influence

America to increase the Polish immi-

Actress' Statue Seeking a Site

Paris, Dec. 29.-There's no space n statue-littered Paris to erect the monument to Sarah Bernhardt now being fashioned by the sculptor Bour-

The monument includes a statue of "Divine Sarah" In one of her most famous roles, that of "Phedre," standing in the facade of a temple implor ing heaven to witness her sufferings. Directors of the Beaux Arts planned to place the monument in the little garden of the Palais Royal. Already numerous protests have been raised against this, the protestants claiming such a modern monument will spoil the otherwise artistic effect of the old statuary now there,



Omaha Bee preference75,000 strong

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The Omaha Bee

Now Read Daily in Over 75,000 Substantial Homes 30,000 on Sundays