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EDITOR

WOMAN'S SECTION OF THE BEE

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ASST. EDITOR

SOCIETY

Woman's Clubs

Athletic Club's Manager Planned Functions Which Won Praise of Foreign Princes

By MELLIFICIA.

THE war and new enterprises are bringing many interesting folk to our city. The new Athletic club's manager, Robert Magill, has some fascinating tales to tell, and reading between the lines a society editor can glimpse rosette visions of a master artist executing appointments at future functions in the fine new club house, sufficient even to satisfy her insatiable desire for "copy."

When Prince Henry of Prussia visited America in 1902 he was entertained at an elaborate banquet in the Missouri Athletic club. The dinner was planned and executed by Mr. Magill, who was then manager of the club, and the Prussian prince was so delighted with the beautiful appointments of the dinner that he presented Mr. Magill with a handsome scarf pin of gold. The German eagle was emblazoned on the pin in rubies and diamonds.

Prince Fushimi, son of the mikado, was honor guest at a banquet at the St. Louis club also. His delight knew no bounds when he entered the beautiful dining room, which had been transformed into a veritable fairy land. The huge yellow chrysanthemum, emblem of the mikado's land, and American Beauty roses were used in profusion in the room, and with the shaded lights it was really a wonderful sight. A silver bon-bon case was given to Mr. Magill by the Oriental prince as a token of his esteem.

A terrible fire swept the club in 1914, totally destroying it. It carried away the gift of the Prussian prince, but for this Mr. Magill has no regrets. He even apologizes as he tells about it now, owing to the unpopularity of our Prussian visitor.

Mr. and Mrs. Magill were presented with a gold medal for their heroic action during this fire. With no thought of themselves, they worked valiantly, rescuing 22 of the guests from the burning building. The gifts of gold and silver have been lost, but the medal simply inscribed, "Presented to Robert Magill by the grateful members of the Missouri Athletic club for heroic action on the night of March 9," is the most valued possession in the house of Magill.

At Prettiest Mile Club.

Mrs. E. L. Platner entertained five guests at luncheon Wednesday at the club and Mrs. Walter Meyer entertained a party of eight at luncheon.

Mr. and Mrs. C. C. Haynes will entertain eight guests at dinner this evening; Miss Frances Robinson will have six guests, and foursooms will be given by Mr. and Mrs. Eugene Atkins and Mr. and Mrs. E. R. Brainard.

Mr. and Mrs. H. B. Noyes will entertain the largest party at the formal dinner-dance at the club this evening.

Informal Tea.

The Misses Helen and Dorothy Grant entertained at a delightful tea party at their home today. It was a very informal little affair. Sixteen of the young girls dropped in with their knitting to purl and chat awhile over the tea cups. The tea table was very gay with its decoration of red tulips and other spring flowers were used through the rooms.

Mrs. Smith Entertains.

Mrs. A. F. Smith entertained at an afternoon tea at her home Monday for a number of the young girls and matrons. About 20 guests called during the afternoon. The girls who are members of Mrs. Smith's committee at the Red Cross canteen in Fort Omaha were among the guests.

Benefit Bridge.

About 300 guests attended the benefit bridge given at the Blackstone Wednesday afternoon by the Jewish Woman's Relief society. Mrs. D. P. Feder had the affair in charge.

For Mrs. Stobart.

Mrs. Charles Kountze entertained at tea at her home Wednesday in honor of Mrs. St. Clair Stobart, who will speak at the Fontenelle this evening.

Personals

Miss Evelyn McCaffrey has returned from a few days' visit with her sister, Mrs. Edward Callahan, at Camp Dodge.

Mr. and Mrs. L. J. Healey are spending some time at Excelsior Springs. Mrs. Healy will return Sunday. Mrs. Healey remaining until a week later.

Mrs. A. F. Smith, who has been spending a few days in Chicago, will return Saturday.

Mr. and Mrs. Barton Millard and small daughter, Miss Barbara, who are at Coronado Beach, will leave for home Sunday.

Miss Jennie Cavanaugh of the Deaconess hospital is visiting her sister at Graystone farm, Barrett, N. Y., near Watertown.

W. White, B. L. Brown, W. H. Smith, C. M. Dobson, Mr. and Mrs. F. W. Thomas and Mrs. G. W. Linger are among the Omahans registered recently in the Hotel Clark, Los Angeles.

Mrs. Maxim Konecky and children will leave Thursday for Tulsa, Okl., where they will be the guests of Mrs. Konecky's sister for a few weeks. Mr. Konecky will join his family a little later and they will make their home in Oklahoma. Mr. Konecky formerly edited the Jewish Bulletin and has been active in the Young Men's Hebrew association and B'nai B'rith organizations.

Red Cross Notes

Mrs. Luther Kountze's assistants in the canteen work are naming their helpers. Mrs. A. D. Klein has completed her list. They will be called upon to meet troop trains, and entertain the soldiers passing through the city.

Mrs. Klein's group are:

Mrs. G. F. Engler,	Mrs. G. L. Newman,
Walter Culley,	Hardin Bean,
W. G. Sivers,	George Bean,
Mrs. G. F. Engler,	Misses
Dorothy Black,	Henrietta West,
Esther Smith,	Marion West,

Mrs. Stephen Davies, chairman of the Association of Collegiate Alumnae Red Cross auxiliary, announces the unit will meet beginning this week every Saturday morning between the hours of 9 a. m. and 1 p. m. in the new Masonic temple. Women who cannot spare the whole morning are asked to work for a few hours. Mrs. Herbert Woodland, Mrs. Paul Hoagland and Mrs. W. C. Shanahan are Mrs. Davies' assistants.

The stage woman's war relief is sending weekly to the Red Cross an average of 3,500 surgical dressings, 1,000 baby garments and 1,000 garments for adults.

Miss Mary Read Lucas of Baltimore has achieved notable success as a bond salesman.

Society Girl Goes Into Business World



Dorothy Ringwalt.

Miss Dorothy Ringwalt is the latest recruit in the ranks of the business women. She has accepted a position in the United States National bank. Miss Ringwalt, who is the daughter of Mrs. Theodore Ringwalt, spent the winter with her sister, Mrs. T. J. Hayes at San Antonio, and returned with Mrs. Hayes and her two children a short time ago. Miss Ringwalt is a Smith college graduate, and was instructor in athletics at Brownell Hall for a few terms.

Re-Use of Coffee Cans

A large grocery concern in Duluth, Minn., is purchasing for the local Red Cross all clean and undamaged coffee cans returned by housewives suitable for use again after sterilizing. Money for these cans is paid to the Red Cross and housewives are enlisted for teamwork, newspaper announcements explaining the idea. These newspaper announcements are paid for by the grocery concern, which gives the Red Cross 2 cents each for cans. As something more than 1,000,000 one-pound cans of coffee were distributed through the northwest last year, it is planned to

A Talk to Mothers About Croup and Cold Troubles

The New Treatment With Fresh Air and Antiseptic Vapors, that Makes Internal "Dosing," Flannel Jackets, etc., Unnecessary.

Local Druggists Are Offering It on 30 Days' Trial—No Cost If You Are Not Delighted with the Results.

All mothers are "home doctors" when it comes to treating the croup and cold troubles that children are heir to. They know that growing children need outdoor exercise and that, with outdoor exercise, some colds are bound to come. They know, too, that these colds should not be neglected, and yet, constant "dosing" disturbs the delicate stomachs of children.

The answer to this problem is the external "vapor" treatment. Vick's VapoRub, for all the many forms of cold troubles, from head colds, asthma

South Side Election.

Mrs. J. B. Watkins was elected president of the South Omaha Woman's club at its meeting Tuesday at the home of Mrs. C. S. Shrigley. Mrs. Charles Root is vice president; Mrs. F. M. Oakes, recording secretary; Mrs. W. A. Berger, treasurer, and Mrs. N. M. Graham, corresponding secretary. Mrs. P. J. Farrell is the retiring president.

Needlework Guild Branch.

A branch of the Needlework Guild of America was formed Tuesday afternoon at the home of Mrs. Thomas Anderson, in Benson. The following officers were elected at the meeting: President, Mrs. John Caldeit; first vice president, Mrs. W. A. Wilcox; second vice president, Mrs. Grotton Roth; third vice president, Mrs. A. Candell; secretary, Mrs. V. R. Shelly; assistant secretary, Mrs. E. A. Nason; treasurer, Mrs. George Mitchell; directors, Miss Jessie Bellis and Mrs. William Simpson.

Dundee Patriotic Club.

Mrs. G. E. Douglas will be hostess for the Dundee Woman's Patriotic club Friday at 1:30 o'clock, at which time plans for the organization of a neighborhood Red Cross unit to make surgical dressings will be completed. The unit will meet Thursdays at the home of Mrs. A. V. Dresher.

Research Club.

Frank A. Gaines will be the speaker at the Research club meeting Sunday at 3 o'clock in St. Berchman's academy. Archbishop J. J. Hartman will be present. Mr. Dietrich is on the musical program.

For Liberty Loan Drive.

The executive committee of the Women's Liberty Loan committee will meet Thursday afternoon at the home of Mrs. E. M. Fairfield at 4 o'clock to discuss plans for the coming Liberty loan drive.

Character is a Valuable Asset In Making for Your Success

By BEATRICE FAIRFAX.

EVERY business man or woman must stand or fall by his qualities of character as well as those of mind.

Mental development alone produces a "thinking machine"—cold, impersonal, mechanical, unlovable. It requires personality—individuality to command the regard and liking and faith of employers or associates or employees.

A few years ago the owner and founder of one of New York's largest specialty houses died and left the "good will" of his business, together with its copyrighted name and a controlling amount of stock, to one of his trusted employees.

Do you know what that meant? It signified that the man who had built up an honest house of good character felt that he dared leave the thing he had created to a successor who was related to him only in aims, character and ideals. He knew the name he had made honorable would not be smirched—that the controlling amount of stock belonged to the man who would use it even as the founder of the business had used it. But he knew more—that the very spirit of his beloved business would continue under the guidance of his successor.

Depends on Habits.

Habits of honesty and loyalty and perseverance are easy to form—or not to form, as the case may be. Character itself depends on these habits. Reputation comes from character. And standing in the business world comes from reputation based on character. The big credit systems are based on character as well as on bank accounts.

A sudden clever stroke may win recognition for a man or woman. People say, "He struck 12 then." Why does 12 never strike again for that individual? Why can he never again "deliver the goods?"

The reason is here: That one success was either an entire accident or an accidental use of powers that are not trained to come automatically into

extend the system from Michigan to Idaho, paying the Red Cross for returned cans at branch houses in Minneapolis, Fargo, Grand Forks, Minot, Billings, Great Falls and Missoula. Such a plan might be found practical in other sections of the country.

USE SHERIDAN COAL

VICTOR WHITE COAL CO., 1214 Farnam. Tel. Douglas 9.



Mrs. Fred Hamilton Poses as "The Spirit of America"

Mrs. Fred Hamilton, who is spending the winter with her small son, Fred Hamilton, jr., at the Hotel del Coronado, Coronado Beach, Cal., is taking an active part in the war relief efforts at the hotel.

The "most beautiful woman in Omaha" presented a striking figure as the "Spirit of America" at a Red Cross benefit recently given at this beautiful resort. She was the central figure in a tableau of the "Allied Nations," and the simple lines of her white gown, with the national colors as a background, formed a most effective setting for her golden-haired beauty.

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USE SHERIDAN COAL

VICTOR WHITE COAL CO., 1214 Farnam. Tel. Douglas 9.

liberty cream cheese

is unequalled as nourishing food. It will go a long way towards helping out these "less" days and "Lent" days.

Ask the driver of the Milk White Wagon or phone.

Douglas 409 Alamito Dairy Co.

Council Bluffs No. 205. Get a pound of Alamito Butter, made today—delivered tomorrow morning.

first chance as a present—the boy would have earned it for himself anyway.

Someone else may set you on your feet and lead you a few steps. No one else can do your walking for you.

THE BEST VALUES AT BERNSTEIN'S STUNNING NEW EASTER SUITS

Ready to make a plain woman attractive, and an attractive woman beautiful. A view of these Suits tomorrow is all that is needed to convince you that such values cannot be duplicated elsewhere. Only by personal examination will you appreciate their real value. Come and see for yourself.

Beautiful designs, Excellent materials, Superior Workmanship. \$22.85

There are suits of fancy mixture, wool poplins, tweeds, serges and jerseys, and a real saving of \$10.00 on your new Easter Suit.

Loveliest Dresses, Frocks for Easter on Special Sale. \$12.45

An opportune offering of smart serges and harmonizing silk dresses for women and misses in the newest Spring's Taffeta and Crepe de Chine, with smart Tunic effect in shades of gray, tan, navy, copenhagen and black—Others at \$14.85, \$19.50, \$24.50.

SPRING COATS

For motor wear—for street or afternoon occasion—the new coat of poplin, serges, silvertone and gaberdine. All are stylish full models, colors of Pekin Blues, Sand, Navy, Salad Green, Buck and Khaki; the coats are especially attractive and exceptional big values—

\$14.85 \$18.50 \$24.50

Visit our 2nd floor shoe Dept. The latest in Pumps and Oxfords, especially priced at \$3.95, \$4.95 and \$5.95.



111 So. 16th St.

When Buying Advertised Goods Say You Read of Them in The Bee

Scores Upon Scores of Entertainment Lovers Paid 25c Each and "JOINED"



—they joined "Mickel's Victrola Club," paying merely 25c as their first payment; they took their instruments home, or had them sent home at once; they lost NO time at all.

—bright, glistening, tuneful, harmonious, powerful Victrola 4-A's, selling at \$20, and NOT increased in price a penny because of its being offered on a "Club Plan."

—surely, YOU'LL want one too, but you'll have to hurry to get in under the wire, for the "Club" holds good during balance of week only

AT MICKELS

Cor. 15th and Harney Sts., Omaha
Club Plan Also Holds Good at Council Bluffs Establishment, 334 Broadway.

Handling the Peak Load

WERE every one of the one hundred and thirty-seven railroads served by the Pullman Company to attempt to furnish the same service for itself, the burden of expense would be found insupportable.

The Pullman Company mobilizes its seventy-four hundred cars—each as perfectly appointed in its way as a modern hotel—with the keenest strategy. It knows at every hour of the day the location of each one of them; it notes the least threat of congestion here, or shortage there, and is on the alert to supply maximum service wherever needed.

Each road would have a heavy investment in extra cars which would be idle perhaps eleven months in the year; and it would be forced at certain times to man all these cars with green crews—to the great discomfort, inconvenience and anxiety of the public.

Pullman service meets a national problem; it gives to our passenger traffic facilities a stability and a mobility otherwise almost impossible.

THE PULLMAN COMPANY Chicago