

Omaha Mail Flyer Winner in Big Bee Air Contest

William C. Hopson Flies 23-
375 Miles at 80 Miles
An Hour to Gain
Honor.

William C. Hopson, 3307 North
Sixtieth street, air mail pilot on the
Chicago-Omaha run, won \$500, first
prize in the Chicago Tribune-Omaha
Bee contest, which closed Tuesday.

He flew 23,375 miles at an average
speed of 80 miles or better per hour,
during the six months preceding
March 8.

C. V. Pickup, Cheyenne, on the
Omaha-Salt Lake run, won second
prize, \$300.

It was a thoroughly surprised
aviator who heard the good news
from The Bee yesterday.

"I counted on winning second
place, but I thought Pickup had beat
me for first prize," said Hopson.

Hopson ascribes his speed record
to his policy of flying with or avoiding
wind currents, as the case may
be.

Involves Daring Risk.

This policy involves daring risks,
coming west from Chicago.

"The wind is so high and increases
so, the higher you go, that I always
hug the earth, flying as close as 200
feet to the ground."

This is dangerous because, flying
so low, he would have no chance to
alight, in case of an emergency.

Leaving Omaha, Hopson adopts
the opposite policy.

"I climb higher and fly with the
wind," he said.

Hopson has made other notable
records in the mail service.

He holds the high flight record,
10,000 feet, for the distance from
New York to Bellefonte; broke the
time records from Cleveland to New
York by making the 425-mile trip in
three hours and one minute, or a
speed of 141 miles an hour; and
made the last lap of the coast-to-
coast night flight by carrying the
mail from Cleveland to New York.

Hopson also won note in the east
by the sensational trip he made from
Bellefonte to Newark, N. J., a 200-
mile distance, riding on the wing of
a mail plane, prior to coming here.

Pilot Substituted.

He had carried the mail to Belle-
fonte one Saturday expecting to re-
turn to Newark the same day. Or-
ders were changed and another pilot
substituted.

"I have an engagement tonight in
Newark and must get back," protest-
ed Hopson.

There was room for only one per-
son in the pilot's pit. Mail occupied
the other space.

"I'll ride on the wing," announced
Hopson. And he did.

He had only a few guy wires
about one-sixteenth of an inch in
thickness on which to hold and clad
only in flying suit, was greatly ex-
posed to the cold.

Flying Instructor in War.

Hopson was in the automobile
business before enlisting in the
army. He won a commission and
was combat flying instructor in
southern fields.

He was born in Decatur, Ill., is
33 years old and has a wife and
7-year-old son, Robert. His family
came here from New York to live
only six weeks ago.

Edwin E. Mouton, pilot on the
Salt Lake-Reno run, won \$200 or
third place in the newspaper con-
test, in which the New York Even-
ing Post, Salt Lake Tribune and
San Francisco Examiner also partic-
ipated.

Otto Praeger, second assistant
postmaster general, and the Aero
Club of America were in charge of
the contest.

Time and Tide is the title of a
London newspaper, which is owned
and controlled entirely by women.

Your Face and What It Tells

Mrs. Rugg Discusses Opportunities Omaha Offers for
Success of Men and Women of Mental, Motive
and Vital Types.

By MABEL WARNER RUGG.

In an earlier article I discussed
the general classification of hu-
man structure into three types,
mental, motive and vital. This does
not mean that each person who
comes before your notice can be
classified as purely mental, strictly
motive, or wholly vital. Most peo-
ple are a mixture of two types. It
is better still if they are a combina-
tion of all three. Then they have
the blessing of the strong recupera-
tive powers from the vital, the driv-
ing force of the motive, and from
the mental they get joy in pure
brain work.

Omaha is a largely commercial
center. It is developing along cul-
tural lines to a promising degree,
but still offers its main opportuni-
ties in business lines. It is a driv-
ing city—for the aggressive, motive
type man, who stands out as a sym-
bol of the city itself. If you are
not convinced of this, listen to the
remarks of out-of-town people when
they pass Sixteenth and Farnam
streets, where one of our purest
motive type men plays "windmill"
all day long.

Person after person, from east and
west, have asked this question about
Dudley the cyclone, "Is he a mu-
nicipal advertisement?"

Big Packers Classified.

For one thing, Omaha is noted as
a packing and food-distributing cen-
ter. This kind of work is most
successful for the man of the vital-
motive type, the man who enjoys
the good things of life and wants
to sit and direct the activities of
others. Survey the photos of the
packing heads, presidents of the big
companies, like Armour, or the man-
agers of big branches like B. C.

Hovak. You will find them predomi-
nantly of the vital-motive type.

Now compare their characteristics
with those of any representative
group of railway presidents, or
transportation executives. Railway
men may have their normal share
of the vital development, but they
stand out most prominently as mo-
tive, with squareness of head and
body build—the driver type of man
structure.

These for Motive Type.

Other Omaha industries offering
success to the strongly motive man
are the building trades, manufactur-
ing lines, chosen with regard for the
man's bodily texture; the auto indus-
try, the electrical industry and all
such allied fields of work as go with
these lines. Police should be ad-
ministered by the motive type man
with keen brain development.

For the strictly mental, Omaha
shows a narrower field, but one that
is widening each year. Our institu-
tions of learning take their share and
are growing by leaps and bounds.

There is a conscious and successful
effort directed toward developing the
arts in our city and there is a gen-
erous field for the artistic mental type.

For the Mental Type.

When the mental is well support-
ed by motive energy or by vital
stamina, then there is the wide pro-
fessional field, with the law, medi-
cine, engineering, dentistry, advertis-
ing and journalism.

In succeeding articles I will take
up these lines of work and endeavor
to give you the outstanding quali-
fications necessary to entering them
for success, as well as giving a brief
analysis of the inner obstacles to be
met in each line before success can
be attained.

Answers to Questions.

Mrs. M. W. Council Bluffs: You are
an up-to-date mother. The time will come
soon when it will be as much a part of a
parent's duty to the son or daughter to
give him or her the benefit of an expert's
advice on character, as it is now to give
the youth a decent education. I should be
glad to accept your invitation to come
across the river to speak before your club
on the subject. I have spoken on my sub-
ject to many groups of Omaha's live wire
business men and I should enjoy talking
and demonstrating analysis to Council

Bluffs people also. I give several brief
analyses from the platform when I speak,
analyzing three or four who volunteer to
be the "victims."

William C.: I am glad you enjoy The
Bee articles. The live wire people all do,
for they realize when reading about char-
acter analysis they have been uncon-
sciously using it to some extent, without
knowing that it was an exact science. By
your handwriting and way of speaking I
should guess that you were of the mental-
vital-motive order, a splendid balance for
success in the business world. Come in
to see us when your work takes you
through Omaha again. If you are inter-
ested in books on character analysis and
psychology, send us a stamped, self-ad-
dressed envelope, and we will forward
you a representative list of them to read
as you travel. This world of men and
women is the character analyst's labora-
tory.

H. D.—Yes, indeed, a character analysis
would help you if you are in high school.
It will guide you in choice of studies for
the remainder of your school years and
make you look ahead intelligently for
openings in the lines of work for which
you are naturally fitted.

Polly—I should have to see this lamp
that makes your beauty before giving any
professional opinion. No, I do not think
you are a "vital" woman and men
should be interested in appearing as at-
tractive as possible in a natural way.

F. M. C.—You are right in believing
character analysis would be of benefit to
you as a sales manager. Feel free to
come into our office for any information
we can give you. If you send a self-
addressed envelope we will send you a
list of books on the science.

Editor's Note:While these articles
are being published Mabel Warner
Rugg will undertake to answer all
questions from Bee readers on char-
acter analysis and vocational choice.
Send the letters care of The Bee.

Food Costs Feel Decline of Nine Per Cent in Month

Hens Only Item in Labor
Bureau Report to Show
Increase; Eggs Drop 39
Per Cent

Washington, March 18—Food
costs of the average family declined
9 per cent in February, as compared
with January, the bureau of labor
statistics announced today. All of
41 articles reported except hens, de-
creased in price the figures showing
hens having increased less than five-
tenths of 1 per cent.

Strictly fresh eggs were down 39
per cent; storage eggs 35 per cent,
potatoes 13 per cent, rice 12 per cent,
pork chops 9 per cent, plate beef and
sugar 8 per cent, chuck roast, lamb,
butter, lard and prunes, 7 per cent;
round steak and fresh milk, 6 per
cent; sirloin steak, rib roast, oleo-
margarine, crisco and onions, 5 per
cent; nut margarine and cornmeal,
4 per cent; bacon, flour, rolled oats,
navy beans, cabbage, baked beans,
coffee and oranges, 3 per cent; bread,
canned corn, canned peas, canned to-
matoes and bananas, 2 per cent;
canned salmon, evaporated milk
cheese, corn flakes, macaroni, tea
and raisins, 1 per cent.

All articles of food combined de-
creased 21 per cent during the year,
but five articles which increased dur-
ing the period were raisins, 25 per
cent; macaroni, 7 per cent; rolled
oats, 3 per cent; cream of wheat, 2

per cent, and tea, less than five-tenths
of 1 per cent.

During the eight-year period from
February, 1913, the increase in all
articles of food was 63 per cent.

The greatest decrease in average
family expenditure was in Buffalo
and Butte, Mont., at 11 per cent for
the month. Other decreases were:
Chicago, Denver, Dallas, Kansas
City, New York, Omaha and Wash-
ington, 9 per cent; Los Angeles,
Portland, Ore.; Salt Lake City and
San Francisco, 6 per cent; Seattle, 4
per cent.

For the year all of the 51 cities re-
ported showed a decrease in food
costs, Memphis and Minneapolis
leading, with 26 per cent.

Grand Island Citizens

Protest High Paving Costs

Grand Island, Neb., March 18.—
(Special)—Little paving will be done
in this city this year, if the protests
of property owners against the high
prices still prevailing for material
continue. At a meeting of the coun-
cil a Locust street project was de-
feated for the year by protesting
citizens and a second protest was
placed in the doubtful column, hav-
ing as many objectors as promoters.
Only one short district is so far
assured.

Burwell Couple Celebrates

Golden Wedding Anniversary

Burwell, Neb., March 18.—(Spe-
cial)—Mr. and Mrs. W. W. Hem-
mett celebrated their 50th wedding
anniversary at their home here. Five
children and 15 grandchildren as-
sisted in the celebration. More than
100 friends were present when Rev.
Mr. Reeves repeated the wedding
ceremony. They settled on a farm
near Burwell in 1886 and moved to
town 12 years ago.

TAKE ELEVATOR—SAVE \$10.00

BARKER

Quality, Styles and Prices

Are the Strongest
Selling Arguments
We Have

Suits and Top Coats

Every one of them new this sea-
son and you will readily notice
the difference in clothing of to-
day than 60 days ago. The finest
worsted serges, unfinished and
worsted fabrics, that are made
for wear as well as style.

Our Upstairs Prices

\$25 \$35
\$45

Men's Trousers

A complete showing of men's and young men's
trousers at our upstairs price,

\$4 \$5 \$6

"Twenty feet above the high rents"

Barker Clothes

Second Floor, 16th and Farnam, Securities Bldg.



Store Hours
8 a. m. to 6 p. m.
Saturday
8 a. m. to 7 p. m.

Orkin Bros.

Saturday, 9 A. M.

To Be Sold in One Day

3000 Hats!

Beautiful Patterns
And Tailored Models

The Most Amazing Hat Sale
Ever Held in Omaha

Three Great Groups

All Regular \$10 Hats for **\$4.75** All Colors All Styles

Hundreds of Finest Tailored Hats!

All Regular \$15 Hats for **\$6.75** Every One a Wonderful Creation

Never Have We Offered Such Values

All Hats up to \$25 for **\$10** Positively Pattern Hats Worth Three Times as Much

THEY INCLUDE--

Smart Visca Models, Beautiful Hair-Braid Picture
Hats, Lovely Cellophane Models, Faille Silk and
Straw Combinations, Chantilly Lace Trimmed
Models, Metaline Models in Smartest Effects, Models
in Sipper, Porcupine and Peanut Straws, Flower
Trimmed Models and Beautiful Novelty Pattern
Hats.

Saturday, 9 a. m.

Come Early to Select Your Hat

MILLINERY SECTION—SECOND FLOOR



You've Never Seen
Handsome
SPRING
SUITS

Words cannot do justice
to the extraordinary styles
and qualities we are giv-
ing you this spring in

Kuppenheimer, L. System and
Hirsh-Wickwire

ALL WOOL SUPERIOR MADE SUITS

In these suits you will find values that bring back memo-
ries of pre-war days

WHEN A DOLLAR WENT A LONG WAY

The exclusive styles "Fabrics" and patterns of these
world famed artists, for young men especially, are sure
"JAKE."

\$25, \$30, \$35, \$37.50, \$40, \$45, \$50

DON'T WAIT UNTIL THE LAST MINUTE FOR THE
EASTER SUIT

New Spring HATS You won't find an assortment in
town to touch our lines of styles,
"Qualities" and colorings.
And then consider the price.

\$3, \$3.50, \$4, \$5, \$6

AND UP TO \$10.00 FOR STETSONS.

New Spring SHIRTS Get your supply now while the
patterns and sizes are complete.
Only the best makes, and that
assures you long wear, fabrics
and a perfect fit.

\$1.50, \$2, \$2.50, \$3, \$4, \$5

For fine Madras that include "MANHATTAN," new
Solway silks and Ponge, at \$5.00.
Beautiful Jersey and Crepe Silk Shirts, Specially priced
at \$6.50 and \$7.50.

New Athletic Underwear \$.50 to \$ 5.00

Berg Clothing Co.

1415 FARNAM ST.