

# What Is Your Idea of Charm?

By ANTOINETTE DONNELLY.

What is charm? Is it a physical quality that may be cultivated as may a lovely voice, a glorious head of hair, a beautiful figure? Or is it an indefinable something allied with things spiritual? A quality that has its root in kindness, in thoughtfulness, in genuine sweetness of character?

How closely is it related to beauty? How could you define it?

I asked the question of a number of folks who I thought might help to solve the answer of the lovely asset, and found that in many cases it was more easily defined by the qualities one should not have rather than those a charming person has.

### Those Out of the Running.

"A slangy person could hardly qualify as a charming one," said one.

"An overdressed and highly rouged and artificial woman would eliminate herself from the charm school," said another.

"An unkempt, untidy person would be out of the running," said a third.

"Immediately a woman is spoken of as charming, I see in my mind's eye one who is the quintessence of femininity," said one of the other sex.

"In your maddest moments you could not call a masculine type charming."

"I think of a low, sweetly modulated voice, a quietness of manner, and a person who is not afraid to put herself out to be pleasant, who does it in a way one is not made conscious of," was a further analysis of charm.

"It is an ease and grace of manner plus a winning smile. This morning I saw an illustration of it on the car coming downtown. The unaffected but genuine 'thank you' when a man rose to give his seat to a girl. She made him feel he had received a pretty compliment totally devoid of any attempt at flirtation," was still another striving to put into words the elusive quality.

"It is not beauty. Because one of the homeliest persons I know is by far and away the most charming. But she is such a sympathetic, kindly dear, with a good word for everybody and with an ever ready helping hand for anyone in distress."

"It isn't clothes. That's a sure thing," said another. "A woman can be Poiret modeled from tip to toe, and her commonness will kill her. I think it is mentally an understanding in the older woman and girliness sans sophistication, sans rouge, sans rizzany in the young maid."

### Arnold Bennett's View.

Arnold Bennett, in his essays on women, says: "I do not wish to wear out a word which everybody understands, but which nobody has successfully defined—charm. I simply mention it and point out that, besides the division of charm into physical and moral, there is a subdivision of moral charm into the charm which a woman exercises unconsciously and cannot help exercising, and the charm which she exercises consciously. . . . a natural gift for soothing, for lubrication of the wheels of existence. . . . True, helplessness has charm; defenselessness has charm; particularly for the strong and overbearing."

"Men are accustomed to this charm, and professional women have assuredly shed much of it. But they were thoroughly entitled to shed it, for it should belong properly only to the young. . . . But do what they (professional women) will and leave undone what they will, they cannot lose the essential charm of their sex. And, further, they possess a moral and mental equipment of experience and knowledge which infallibly adds to the range of their charms and which renders their attractiveness permanent."

"For example, their conversation, other things being equal, must have an interesting piquancy. They have general ideas. With them, more conversational material presents itself."

"He speaks further of the lack of charm in the woman whose conversation is insipid. If her class of charm failures is the one who 'hogs' the atmosphere with a never ending flow of pointless tales of personal happenings. On her departure one hears instead of 'Is she not charming?' 'Isn't she a deadly bore.'"

### Getting to the Point.

Mental indolence never inspires the complimentary phrase. A person of a pessimistic frame of mind, one who repeats unpleasant things, and a gossip creature would never be decorated with a charm medal.

So, that, as nearly as you can boil down the numerous attempts at analysis of the things, you have loyableness of character and a certain degree of mentality.

And these are qualities which, if not possessed, may be acquired and that without such great difficulty. The former, to be sure, is the more difficult to gain in if one's childhood the principles of thoughtfulness of others were not instilled. Respectfulness toward an older person, which is but a branch of thoughtfulness, will create the impression of charm in an observer.

As a simple instance: In a crowded bus recently an elderly woman addressed a little girl occupying a seat with a request that she let her sit down and she would hold the youngster on her lap. The small child shook her head and clung to the seat with no word of command from her mother seated next her to arise. Now you could not in a most indulgent mood say that either child or mother was charming.

But when a child does act on impulse to a kindly act, there fits across your mental register, "A charming child, isn't she?"

### Here's the Formula.

The formula is made up of the same ingredients of kindness and thoughtfulness of others for grown-ups.

The mentality is simply exercising the brain on every possible occasion, acquiring new interests, and thereby getting away from the petty irritations of life, which, by the way, is the best recipe known for keeping young.

In either case, not hard medicine to swallow, if corrective measures are necessary.

And is it not the nicest compliment of all to be described as charming?

In the famine districts of China parents are selling their daughters for \$100 each.



Mrs. G. A. Rooney

Mrs. G. A. Rooney leaves Tuesday for a visit of two weeks with friends in Chicago. She will be accompanied by her husband. During their stay in Chicago they will stop at the Drake hotel. Mr. and Mrs. Rooney are newcomers to Omaha, having resided here only two months. During the past two years California has been their home. Their eastern trip may possibly include a short stay in New York City.

### Old-Time Fashion Plates As Gifts

Dainty gifts, charming ornaments for your room, or salable articles for shops may be made from the fashion plates found in old Godey's Ladies' Books or Peterson's Magazines. The quaint ladies, dressed in the costumes of a by-gone era, make interesting pictures when framed in mahogany, black walnut, or dull gilt. If you can find one of the ancient mirrors which had a picture in the upper part, and a looking-glass in the lower section, insert a fashion plate in the place of the picture; if not, have a walnut frame made, with a print and a mirror, separated by a strip of the wood, placed in it. You can make a very attractive tray by framing a fashion plate under glass with passe partout paper, pasting gilt braid or braided raffia over the binding, and gluing a piece of velvet or felt on the back of the glass. To make receptacles for jewelry, stain small wooden boxes, paste heads, cut from the print, on the covers, and apply a coating of white shellac to each box. You will need two ovals of cardboard covered with a delicate shade of satin for a pin holder. Paste a head which has been retinted with water colors on one, cover both with white chiffon or sheer organdie, sew them together and stick white pins around the edge.

### The Higher Education

Is your boy learning anything at school?

"He's learning how little I know about arithmetic."

**Comforting Assurance**

The satisfaction and comfort in knowing that loved ones are tenderly cared for with the same respectful regard that you yourself would give, comes to you when you place in our hands the responsibility for the last sad rites.

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**JOHN H. HOPKINS**

**For City Commissioner**

John H. Hopkins is the only candidate for City Commissioner who served as a soldier in the World War.

Hopkins had the support of ex-service men in the primary—and has it now.

**Previous Public Service**

State Legislator, One Term  
Attorney, Federal Land Bank  
(Resigned to enter army)  
Supervisor of Federal Census, Omaha District

**ELECTION TUESDAY, MAY 3rd**

# Treat Maid Tenderly

Do not cut down on the maid's gasoline allowance.

Continue to flatter her, cajole her, fete her. Give her the best room in the house, and take your own friends to a movie while the corner policeman woos her in your parlor.

In other words, do everything in your poor power to make her happy and contented, for she is still more precious than rubies, etc.

Housewives who were beginning to take hope for something like a revival of the old prewar days, when help could be induced to work for \$30 a month, may as well "forget it."

Despite the recent rumor of a plentiful supply of servants at reasonable wages, employment experts insist that every domestic worker has three employers from which to choose. Before the war every employer could choose from three workers.

Still Has the "Edge."

"There is no doubt that the domestic still has the 'edge' on the employer," said Miss Henrietta Rothstein, superintendent of the women's division of the New York state bureau of employment.

"Undoubtedly the servant problem is easing up—but gradually. It is possible to get a general house worker at a wage varying between \$50 and \$60 a month, although some are still demanding the old wartime salaries, which ran as high as \$80."

"A green girl came to me the other day. She said she would work for nothing less than \$75."

"Are you a good cook?" I asked her.

"I do plain cooking," she replied. "Do you understand how to make tasty, dainty desserts?"

"I understand perfectly the mak-

### A Business Man

as a rule cannot spare much time for lunch. He won't have to if he lunches here. We have a number of

### Special Dishes

ready to be served at once without waiting.

Stop in and try one of these special lunches. You'll find it thoroughly enjoyable in every way, and very reasonable in price.

### Flatiron Cafe

1721 Howard Street

**Baldoni**

**EGYPTIAN CHOCOLATES**

### Mr. Epicure

will soon be here and will tell you where to eat and a few other things about a place that is always open and ready to serve you.

### HOTEL ROME CAFETERIA

### To Clean Carpets

A sanitary method of sweeping carpets if one does not possess a vacuum cleaner is to go over the carpet with a carpet sweeper before using the broom. In this way much of the top dust is removed. Before using the broom scatter pieces of dampened newspaper over the carpet and practically no dust will arise.

### Last Season's Clothing

should be just as good as new, especially if you have used our service to keep it so.

Proper cleaning at regular intervals means added wear—much more than usual and many times more than the cleaning expense.

### New Clothes, Too

should have their fit, shape and appearance preserved. We do all this for you by means of complete modern equipment and skilled workmen.

### The Pantorium

"Good Cleaners and Dyers"....

1515 Jones St. Phone Doug. 0963.  
South Side, 4708 South 24th  
Phone South 1283.  
GUY LIGGETT, President 23 Years  
Know that your cleaner is a cleaner.

### Selected List of Victor Records

That You Will Enjoy

17767 Drowsy Waters Hawaiian Guitars

18029 Cohen at the Telephone Barney Bernard

18385 Smiles and Chuckles Six Brown Brothers

18430 Liberty Loan March Sousa's Band

18721 Honolulu Eyes Whiteman Orchestra

18726 Louisiana Sterling Trio

18734 Do You Ever Think of Me Whiteman Orchestra

18710 Broadway Rose Peerless Quartet

18730 My Mammy Peerless Quartet

18737 Humming Whiteman Orchestra

Come in Tomorrow or Phone D. 1973

**MICKEL'S**  
15th and Harney

**Baldoni**

**EGYPTIAN CHOCOLATES**

### Get Rid of Constipation

Constipation is the forerunner of 85% of all human ills. It brings on more suffering, more sleeplessness, more ill-temper than any other single cause.

But YOU CAN GET RID of constipation. Nor do you have to take any nauseating, griping medicines to do it. Take

### RICH-LAX

RICH-LAX is a new treatment. It cleans the system, removes the poisons from the body, and puts you in shape to accomplish things. And RICH-LAX does this without leaving you weak and half-sick, as you always feel after taking ordinary laxatives.

Consulted at Our Store. We are so sure that RICH-LAX will please you that we want you to come to our store and get a bottle and try it entirely at our risk. If it doesn't suit you, if it isn't the best laxative medicine you ever used, simply tell us so and we will promptly refund the full purchase price.

Sherman & McConnell 5 Drug Stores.

**UNION OUTFITTING COMPANY**

**COMPLETE HOME FURNISHERS**

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# Low Rent Location Means Low Prices

**ON RUGS**

All Prices Reduced to the Prevailing Market

As we have reduced all our Rug Prices to the prevailing market, you can buy now with full assurance that every rug is marked at actual rock bottom. You will find a pleasing display of Spring Rugs on easy terms.

3-3 x 10-6 Seam less \$22.50  
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6x9 Seam less Wilton \$29.85  
Velvet Rugs

9x12 Velvet Rugs with a long nap at \$36.75

Large 9x12 Seam less Wilton Velvet Rugs— \$59.50

### The Home of HOME OUTFITS

For over 33 years we have specialized in the furnishing of home and you make your own terms.

3 Rooms \$199

4 Rooms \$275

5 Rooms \$345

**\$1 A Week Puts a Time and Labor Saving 'HOOSIER' in Your Home**

Colonial Buffet of solid quartered oak with large top and French plate mirror and compartments \$39.50

Dining Table—A handsome William and Mary model in rich, Jacobean quartered oak with 48-in. extension top. \$42.50

Kroehler Duofold—In solid fumed oak upholstered in imitation leather; opens into full size bed, at \$48.50

Colonial Dresser in imitation oak with a large size mirror and plenty of drawer \$29.50

**Pathe**

Phonograph With \$25 Worth of Records \$110

From a standpoint of VALUE and pleasure giving this is the Phonograph sensation of the year. You simply press the button—no more bothersome winding; no more running down in the middle of a record—no needles to change, and \$25.00 worth of Pathe Records FREE. Sold on easy terms.

### Howard Ranges

**Better Baking on Less Fuel**

Come to this interesting demonstration and let a Stove Expert show you how to get better baking results with LESS fuel, LESS work, LESS time and worry.

For PERFECT Baking and LONG Service

the "Howard" Range is supreme, because of its air-tight construction it cooks better and bakes better on a THIRD LESS fuel. It works equally well with any kind of coal.

White Enameled Kitchen Table FREE

with sanitary, shiny aluminum top and large drawer given away with every Howard Range sold during demonstration. Howard Range Given Away Next Friday!

**Aunt Jemima Is Here**

Serving Pancakes FREE to Visitors!

You can have a stack of delicious brown Aunt Jemima Pancakes. Fried in pure Mazola Oil, covered with Nucoa, the original Nut Butter and delicious Karo Maple Syrup in addition to a steaming cup of hot fragrant, George Washington Prepared Coffee and rich David Cole Cream.

Large Reed Sleepers, a beautiful model is this artistically woven baby carriage with rubber-tired wheels, easy springs and deep upholstery, special, Monday... \$27.50

Sulkies at \$6.95, \$8.50 Up

Go-Carts \$10.50, \$12.50 Up

Four Post Mah. Bed 29.50

This is a full size, mahogany-finished bed in a handsome Colonial design with artistically carved posts and panel head.

**4-Hour Sales**

8:30 to 12:30 Monday

Wood Plant Boxes—Deep, 36-in. long boxes, strongly put together and painted green; will last for years; special 98c for FOUR hours, only.

Vacuum Sweeper \$4.98

Has Strong Bellows. Will Clean Rugs Thoroughly.

Side Icing Refrigerator—Of 60-lb. capacity, with two white enameled food chambers and many walls of insulation that save your ice while maintaining a frigid temperature, special \$37.50

Refrigerators at \$14.50 Up

**DeLuxe**

THE BEDSPRING LUXURIOUS

De Luxe are the most luxuriously comfortable bed springs made. They will give you a lifetime of satisfactory service and more healthful repose than you ordinarily expect.

It will be a pleasure to demonstrate the many desirable "De Luxe" features. Sold on easy terms.