

### Sugar Price Jumps 40 Cents a Hundred

The wholesale price of sugar was advanced in Omaha yesterday from \$10.50 to \$10.90 per hundred pounds, according to quotations by dealers. Retail prices will be from 12 1/2 to 15 cents a pound, grocers say. Retailers advise against sugar hoarding or unusual buying at this time, on the theory that this practice will tend to maintain high prices or

even increase the cost. Sugar brokers insist that there is a real shortage.

### Our Children

As a Child Sees. Every father has been shocked at some time or other by discovering his child's opinion or impression of him. He recognizes what he knows to be but an immaterial phase of his character, a mere idiosyncrasy, and wonders how the child came to believe it characteristic of him. He is hurt to find his child so unappreciative.

What do children see when they look at us? That is rather important when we remember that what they see often they are likely to become through practice. Children see only what their experience has taught them to see. They see only what they have a background for and understand on the basis of that background. They see with their minds, which are made of experiences. Children love candy. It would never do to let them eat all they wanted of it, and the usual formula is "Two pieces. No more. No. You will make yourself sick. Too much candy

is not good for you." A lady who had a little daughter that was forced to hear this formula often liked to sit in a rocker and read a book and eat chocolates from a box on the little table at her elbow. Every afternoon when she had changed her dress she settled herself for an hour "of solid comfort." She was rather stout. One afternoon as she sat and rocked and nibbled she became conscious of her little daughter's voice. She was talking to her playmate. "When I grow up big I am going to have a big chair and a book and a big box

of candy and I'm going to eat 'em and eat 'em and I'll be big like this," and she blew out her cheeks and pushed out her front in a ludicrous imitation of her mother. Wrath filled the lady's soul. "The idea. You'd think that I was a perfect glutton to hear her talk. And about her own mother. Children are awful." There was nothing awful about rocking and eating chocolates to the mind of the child. She thought that would be blissful. The idea that it was not just the thing was in her mother's mind. Besides, she didn't

like the idea of being so "big" as the child described it. The child saw as she had experienced. She was not sitting in judgment on her mother. Why cannot they see the fine things you do rather than the less desirable ones? Because they haven't reached them in their experience yet. You haven't made them plain. They will see you if you give them the best apple on the dish instead of eating it yourself. They will see you if you keep patient and quiet when they storm. They will see you when you give up the best chair and the book you were reading. These things are

within their experiences and can be made clear by a few words. Do the simple right things and whisper the few easy words. Teach them to see the right things. But remember, if what they see is unflattering, it was not exactly their fault. (Copyright, 1923.)



## NEW PERFECTION Oil Range with SUPERFEX Burners

Price of range illustrated . . . \$80.80  
Stove, without cabinet and oven . . . \$58.50

### Announced A Year Ago— Now Used Nation-Wide

LITERALLY tens of thousands of women are now enthusiastic users of the NEW PERFECTION Oil Range with SUPERFEX Burners, the revolutionizing invention announced only a year ago. The secret of its remarkable success is its powerful SUPERFEX Burners. The speed, intensity and wide range of their cooking heat is unsurpassed by that of any other stove.

This new range, further improved and equipped with removable porcelain enameled burner tray, now brings to country and suburban homes, for the first time, all the cooking speed and satisfaction of gas. To city homes, too, it offers a new saving, its economical fuel costing less than eighty-five-cent gas.

See a demonstration at the nearest stove dealer's and you'll be convinced.

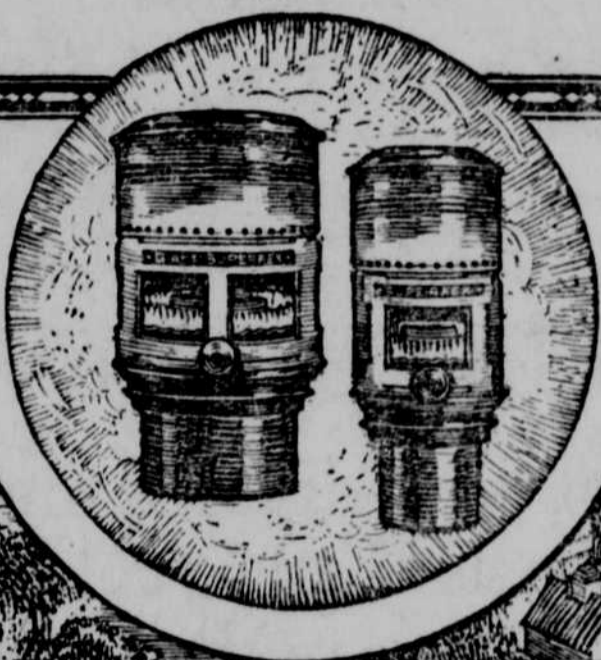
#### PRICES

(Complete with White Porcelain Enameled Warming Cabinets)  
Two-Burner, \$47.00; Three-Burner, \$58.50; Four-Burner, \$74.00;  
Four-Burner Oven Range, \$105.00; Five-Burner Oven Range, \$120.00.  
New Perfection "Live Heat" Ovens from \$2.50 to \$6.80 additional.

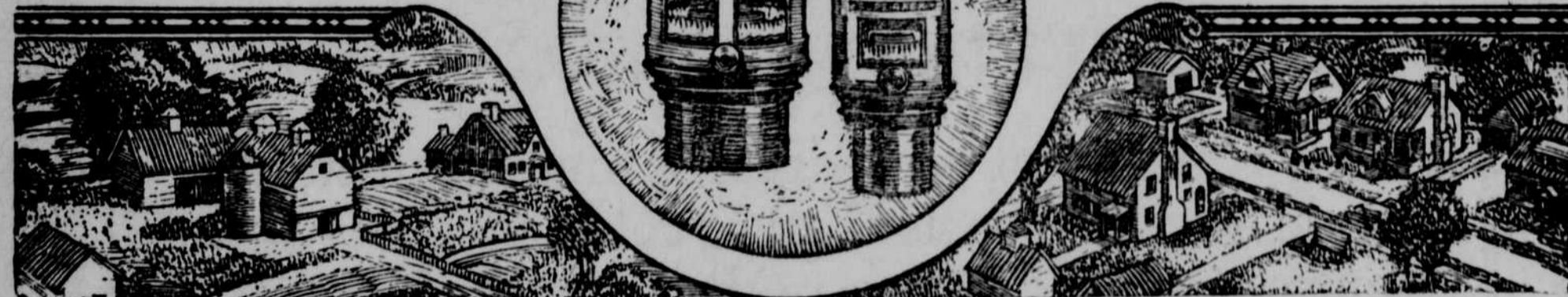
In addition to the new SUPERFEX models, our long established Blue Chimney models of the NEW PERFECTION line, used in 4,000,000 homes continue to be the world's most satisfactory oil stove at their lower range of prices.

THE CLEVELAND METAL PRODUCTS COMPANY, CLEVELAND, OHIO  
St. Paul Branch: 739 Pillsbury Ave.

**Unsurpassed Cooking Speed**  
This latest New Perfection range is equipped exclusively with SUPERFEX Burners. One burner on every stove is the big GIANT SUPERFEX. The others are "Little Giants" or standard size SUPERFEX Burners.



The standard SUPERFEX equals the cooking speed of the ordinary gas burner and is faster than any other oil burner, except its own big brother the GIANT SUPERFEX. And the big GIANT itself is unsurpassed even by the giant gas burner.



Cooking Demonstration of PERFECTION RANGES  
Starts Friday and Continues Throughout All Next Week

# Orchard & Wilhelm Co.

## A Growing City needs a Growing Electric Light and Power Company

TO provide adequate electric service for a constantly growing city new capital must be secured and turned into new equipment every year. Aren't the customers the logical people to supply a large portion of this new capital? Actual physical property secures the money invested in Electric Light and Power Securities.

This is one of the reasons why nearly two millions of people have bought Electric Light and Power securities. What are the others?

FORBES Magazine wants to know and FORBES is offering

**\$1000 in Prizes**

FOR LETTERS ON

**"What are the Benefits of Customer Ownership  
of PUBLIC UTILITIES?"**

EVERYBODY is invited to write whether a FORBES subscriber or not. Contest closes May 19th, but send your letter right away.

The letters may be either a few pages or a dozen pages in length.

Start preparing your letter now. Make notes of ideas as you think of them. Talk them over with your family and friends. Discussion will bring out many things and stimulate your thinking.

For the best letters FORBES will award the following cash prizes:

FIRST PRIZE \$500 THIRD PRIZE \$100  
SECOND PRIZE \$200 40 PRIZES OF \$5 EACH

The contest is open to everybody. Contestants may or may not be subscribers to FORBES.

By "best letter" FORBES does not mean best from standpoint of literary excellence but best in the reasons and ideas presented on the question.

FORBES reserves the right to publish any of the letters submitted, and plans to begin printing some of them in advance of awarding the prizes, which will be announced in the June 9th issue of FORBES Magazine.

Contest closes May 19th. All letters must be in the FORBES offices on or before that date.

Start now to write down every idea that occurs to you on the subject. Get your letter in the mails early and in plenty of time.

Address Letters to Contest Editor, FORBES,  
120 Fifth Avenue, New York

# JUST 4 DAYS

And then it's GOOD-BYE to the great Dictionary campaign. Just a few days more and the distribution of THE NEW UNIVERSITIES DICTIONARY by the

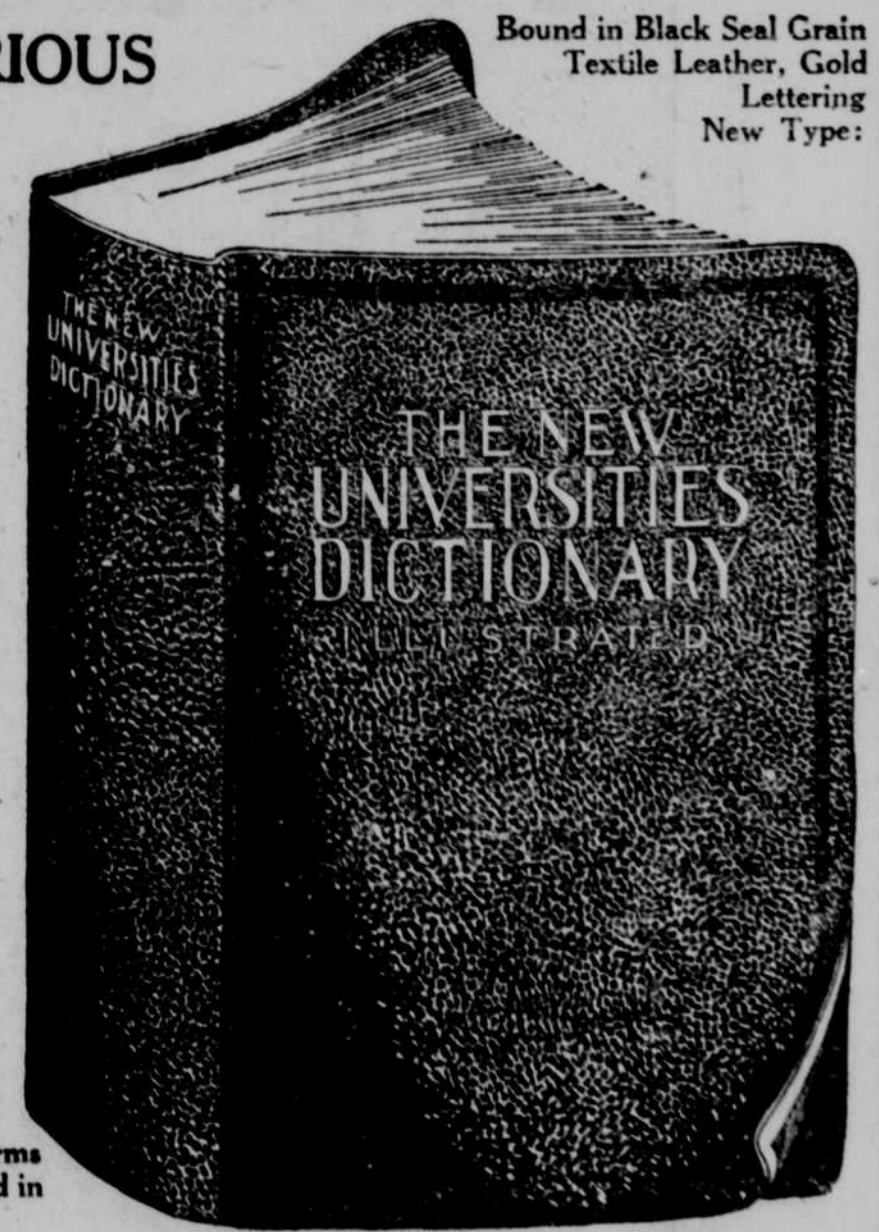
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Many new words make this dictionary exclusively up-to-date. Needed daily in home and office.

CLIP COUPON TO-DAY PAGE 11