

GROCERY FIRM FINDS NEW WAY TO SERVE TRADE

Williams-Murphy Co., Dealing Direct With Consumer, Gives Vogue to Quantity-Buying Idea.

Fourteen years ago last March there was organized in a remote corner of the city of Omaha a company known as the Williams-Murphy company, whose business it was to distribute groceries in a wholesale way direct to the consumer.

E. Clayton Williams, president of the Williams-Murphy company, was the originator of this company and has untiringly spent his efforts in building up a business which has grown in these 14 years from a mere one-room warehouse to a large institution distributing groceries direct to the farms and ranches as well as city and small town trade from western Iowa to Montana and Idaho.

This company had not been organized long until its steady growth made it necessary to increase facilities and also add to the personnel. In less than a year after the company was organized, N. H. Peterson, the present vice president, associated himself with this company and a few years later Fred N. Peterson, secretary-treasurer, associated himself with the institution.

Business Outgrew Quarters.
In 1907 it was necessary to seek larger quarters, then again in 1910 business had developed so it was again necessary to enlarge. In 1914 increases in business made it necessary to move to the present location in the heart of Omaha's wholesale district, where this growing concern now finds it necessary to enlarge their warehouse just as quickly as building conditions will warrant.

The Williams-Murphy company was organized to distribute groceries and other articles necessary to the home, direct to the consumer, at the lowest possible figure consistent with supplying merchandise of merit. The aim has been to educate the consumer to get away from the old habit of buying goods from day to day in small quantities, which makes merchandise expensive, and to anticipate their requirements, and on the necessities of life, purchase a reasonable requirement for 30 to 60 days, thus enabling this company to save materially in the expense of handling goods.

Building is Busy Place.
The only appeal this store makes to the buying public is the uniform excellence of the merchandise dealt in and the favorable prices at which it is sold.

There isn't much to see, no show windows or show cases, nor appetizing display of attractive edibles; no crowd of customers; and no army of white-aproned salesmen. What one sees is freight being unloaded at one platform and delivery trucks being loaded at another. Inside are countless bales and bags,

Industrial Round Table for Solving Problems Leading to Unnecessary Strikes

By J. R. CLYNES, M. P.
London, June 28.—If labor during this period of widespread unrest forfeits any of the good name which it secured for itself during the war, it will not be altogether due to the action of labor, for much of the blame for strikes and threats of strikes must be shared by employers and employers' associations.

With the very best of intentions, associations representing the two sides in the engineering trades arranged for a reduction of working hours. Trouble very soon arose on the literal meaning and effect of the arrangement. The employers took the view that the arrangement meant that 47 hours should actually be worked. The men took the view that the arrangement did not require them to suffer any reduced wages, and that none of the little privileges or customs in the workshops which have existed were cancelled by any new plan which determined the working time.

Denied Treasured Rights.
In pursuance of the employers' view, the management of certain works made alterations, put up notices which took away rights that workmen had enjoyed with regard to things which are more than amenities because they had grown into the necessities of workshop existence. A short spell for rest or food is no slight matter to the individual workman. It means more to him than what is generally signified by eloquent language about commercial prosperity and volume of production. To retain these rights workmen will often more readily make common cause and go to the length of a strike than they would think of doing for the attainment of some comparatively big object. What has happened illustrates the truth that very little trouble can lead to great disasters, or in other words, trifles make either for peace or strife.

It is quite common in industry for one blunder to follow another, and it would appear that workmen who should have reported their grievances to the proper authority and exercised patience in seeking a satisfactory remedy rushed to the extreme of calling shop or mass meetings, passing resolutions, sometimes in language which indicate a hot temper, and declaring their intention to apply very drastic measures unless things which they named were speedily accomplished.

boxes and barrels, of merchandise heaped up in what seems a confused mass; a dozen men in overalls working with military precision and extraordinary speed, pulling out a bag here and a box there, marking the buyer's name and address on it, checking it off their order sheet, dropping it on a hand truck and running it out to the loading platform where it is loaded on one of the waiting trucks and taken to its destination.

This hurry and bustle represents the cordial reception which the public has met the selling methods adopted by the Williams-Murphy Co.

This conduct ought not to diminish the reputation built upon the great national services rendered by labor during the course of the war. War strain added to the physical fatigue which the war period engendered, has gone far to change the temper of men and workshops. Extravagant demands have often been the result of war strain; but, in addition to war strain, there is some evidence that the spirit in the workshop is being changed, and not always in the right direction.

Unhappily for the country, and also for working class interests, a situation such as we have seen developed in the engineering and in the coal industries is not covered by any existing machinery which would blend the interests and the just rights of the contending parties with the claim which the third great interest, namely, the public, justly has in all these troubles.

Must Consider Others.
An industry such as engineering or coal mining cannot decide on important alterations with regard to hours, production, wages and customs of work as though these things had nothing to do with other people. A change to 47, 44 or 40 hours per week in any one of a series of trades is the signal for great improvement and strong reasons for generous conditions of employment. But changes even in these industries should be considered in their relation to claims which will inevitably be made in other occupations. No one trade, therefore, can separate itself from the industrial interest and outlook of other trades.

There is in existence a bewildering number of federations and associations of all kinds representing separately employers and workmen, and sometimes representing the joint interests of employers and workmen. In spite, however, of this multiplicity of bodies, we appear frequently to stumble into trouble, and not until we are in the middle or at the end of it do we see how simple is the course by which trouble might have been avoided.

An industrial parliament might well be formed of representatives of the great associations which have so far dealt only with trade and workshop questions, and which have never taken in hand questions of great principle, or dealt with any subject bearing upon the psychology of situations which are created by workshop changes. A national and representative body consisting of leaders who would not be afraid of telling both sides what should be done in their interests, and in the national interests, would serve an excellent purpose. Such a body would be sure to proclaim the simple fact that great improvements are impossible in any one occupation, or in any group of trades, without regard to consequences.

K. OF C. OPENS UNIQUE SCHOOL FOR SOLDIERS

Ex-Service Men Will Be Trained as Employment Managers for Big Industrial Concerns.

New York, June 28.—Perhaps the first training school of its kind for ex-service men is the school for employment managers which the Knights of Columbus officially opened here. The school began with a class of 40 veterans of the war, soldiers, sailors and marines, each of whom will receive \$24 per week during the six weeks' intensive course in industrial management.

"The object of this school," said Peter W. Collins, Knights of Columbus director of reconstruction and employment, "is to make these men expert in the handling of other men, to qualify them to become employment managers for large industrial plants. We are also training them to become what might be called industrial diplomats. Very often trouble arises in some industry between employers and employees because a small grievance is neglected or irritated until it becomes a big grievance. Large concerns have especially trained men to right these small grievances before they can grow will benefit immensely."

The men selected for the first class were among the 100 veterans to whom the knights paid \$4 per day to canvass work for other veterans. The men have abundant opportunities for practical work in handling the hundreds of applicants for work at the Knights of Columbus employment headquarters every day.

Lot's Troubles Started As He Entered Politics

St. Louis, June 28.—The troubles of Lot of Biblical fame, began when he went into politics, according to Herbert Hoover Smith, pastor of Emanuel Presbyterian church, Los Angeles, speaking before the Salesmanship club here.

"Lot's first misstep came when he moved into the Cabanne district of Sodom and Mrs. Lot started to get her picture in the Sunday papers," he said. "Someone then told Lot he could be elected alderman and that proved the beginning of the end for that family."

Mrs. Lot became so enamored of the people in Sodom that she could not leave the city without the delay of several lingering parting glances. The result you know."

Soup In Schools.

London—Soup kitchens should be established in all schools, says Mrs. Lloyd George, wife of the premier. "We cannot expect to have a healthy nation when children have to study on empty stomachs," she said. She advocated the abolition of sams and the building in future of houses with plenty of fresh air, sunlight, and water.

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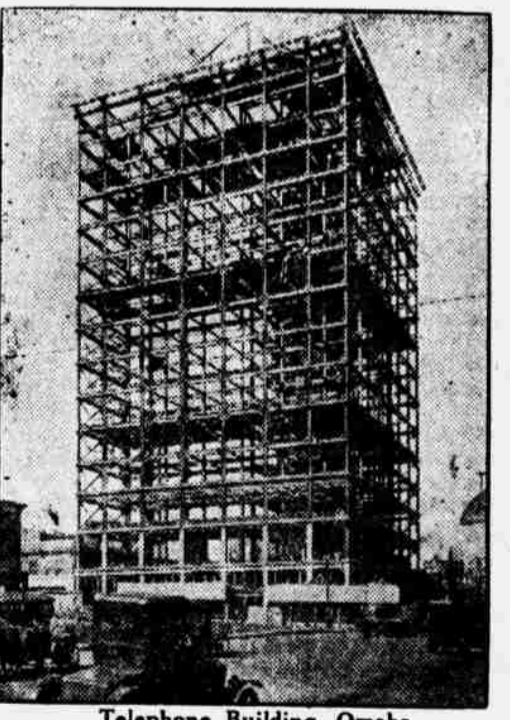
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- Steel Castings
- Gray Iron Castings
- Ornamental Iron
- Stairs and Fire Escapes
- Coal Tipples
- Mining Structures
- Smoke Stacks
- Excavating Machinery
- Contractors' Equipment
- Mine Cars