

**A NEW GOLD SEAL RUG**  
*the*  
**"DU BARRY"**




THE "Du Barry" pattern—a reproduction of a beautiful Aubusson Rug in the Museum of Lyons, France—offers a wonderful opportunity to obtain a genuinely artistic rug for just a few dollars. We have this and other new Congoleum Gold Seal Rugs. Come in and see these labor-saving, economical rugs.

9x12 Size, \$9.85  
**The H. M. Soennichsen Co.**  
*The Store of Big Values*

**22nd Convention of Nebraska Retailers Starts**

Will Be Held at Omaha From Feb. 14 to 16 at the Fontenelle Hotel in that City.

"We are optimistic," says C. W. Watson, general secretary of the Federation of Nebraska Retailers, "that the twenty-second annual convention of the organization at Omaha on February 14, 15 and 16 will be the largest in the history of the organization, and that the attendance will go over the six hundred mark."

Letters and messages come from all corners of the state, commending Mr. Watson, which indicates that the retail merchants of Nebraska are alive to the new problems confronting them, and that in the solution of these problems they must have the advice and co-operation of other merchants. The convention in fact will be a school for the new age in retail distribution.

The convention meets at the Fontenelle Hotel and will be in session for three days. Tuesday, February 14, the opening day of the convention has been set aside as "Omaha Jobbers Day," and is set aside for the visiting merchants to inspect the unusual displays of up-to-date merchandise being shown during the convention at the hotel, and to visit and inspect the large advance displays of spring merchandise being shown by the jobbers, wholesalers and manufacturers of Omaha.

The key topic for the entire convention is to be "The New Competition." President Troy C. Elber in a recent article on the changing conditions confronting the retailer said "Today we are in the midst of the stiffest and best organized competition the world has ever seen. How is the independent merchant going to meet this new competition and this change in methods of merchandising?"

Many new ideas will be brought out at our Federation convention in Omaha in February. We have secured some of the best talent in the country to discuss this new competition and new ways of merchandising, and we believe we have the strongest program ever attempted at any of our state conventions.

"No merchant in Nebraska can afford to miss a single session. Retail organization is more important today than at any other time. The changes in merchandising are not completed, the whole matter is still in the process of evolution, and unless we are alert to the changing conditions, it may mean elimination to many."

"When a merchant has pride enough in his own business to want to belong to and attend the convention of his trade associations, where he will meet his competitors, he will be thinking about how to improve his own service to his community and will run a better store. If you want a new vision of the new way and want to equip your business with all of the 1928 features, take in every session of our coming convention. Step on the gas—then watch the 'pick up'!"

The convention proper opens on Tuesday evening, February 14, at eight o'clock, when it will be called to order by Mr. Harry B. Zimmer, president of the Omaha Associated Retailers. Fred Hannegan, president of the Omaha Retail Grocers Association will give the address of welcome and C. E. Freas of Beaver City who has served the Federation for several years as a director, will offer the response. Following these formalities, President Elber will sound the key note of the convention with his address of "The New Competition." After a brief period of entertainment by the Aksarben Trio, Arthur Brayton, editor of the Dry Goods Merchants' Trade Journal of Des Moines, Iowa, will tell us how to get more out of our business in 1928. Three real treats are in store for the convention on Wednesday forenoon. Mr. Hugh A. Haha, secretary of the David City Commercial Club, who has had considerable experience as a retailer in a smaller town will discuss the relation of "The Small Retailer and the New Competition."

Mr. H. E. Kyes, secretary of the Retail Merchants' Association of South Dakota, will deliver an address on "The Law of the Jungle in the New Competition." Mr. Kyes is a former merchant, and is considered to be one of the best secretaries of retail associations in the country. He is a live wire and those who have heard him say he brings a real message. Mr. John Guesebroek, manager of Hanford's Spic and Span Stores of Sioux City, Iowa, will deliver an address on "Happiness in the New Competition." Hanford's Spic and Span Store is evidence of Mr. Guesebroek's successful management. His optimism and ability to tell others about his successful methods is a guarantee that his message will be an excellent one.

On Wednesday afternoon the convention will be divided into two separate sessions. One will be a meeting of the Grocers and Meat Dealers Association, and the other will be a joint meeting of the Dry Goods, Ready-to-Wear, Furniture and Shoe Merchants Associations.

At the Grocers meeting Sam Rosenblum, vice president of the Nebraska Association will bring greetings and an address upon "Education and not Legislation." John Knickrehm, president of the State Association has chosen for his subject "Hit and Miss." Mr. Guesebroek of Sioux City will bring his second message of the day, speaking to the subject, "Yesterday, Today and Tomorrow."

For several years now the Committee on Business Research of the College of Business Administration of the University of Nebraska has been conducting an investigation each year on what it costs to operate a re-

tail grocery store in Nebraska. Dr. T. B. Robb of the University of Nebraska will bring to the grocers the results of the University's latest investigation in this regard.

Howard C. Ashbaugh, president of the Omaha Association of Specialty Manufacturers Representatives, will speak to the grocers on "Serving the Retailer."

At the meeting of the Dry Goods, Ready-to-Wear, Furniture and Shoe Merchants Association, Mr. Harry Breck of Omaha, president of the State Shoe Dealers Association will preside and bring greetings on behalf of the Omaha merchants. Mr. Kyes of South Dakota will address this meeting on "Playing the Game."

The extension of credit is always a difficult problem in any retail store. Mr. A. D. Greenlee, who is the very successful credit manager of Greenlee's Department Store at Sidney, Nebraska, will address the Furniture, Dry Goods, Ready-to-Wear and Shoe merchants on the subject, "Is Credit Too Cheap?"

The National Shoe Retailers Association started a four million dollar advertising campaign last spring to run for a number of years. Mr. Lester H. Gibson of Oshon, who is chairman of the Ways and Means Committee for this campaign of the National Association, will attend our convention and tell Nebraska merchants about this advertising campaign and what it means to the shoe dealer.

On Wednesday evening the annual banquet, program and dance of the Paper and String Club will be held at the Elks Club. Mr. Richard Jepson of Omaha is president and Mr. Fred DeWeber of Arlington is secretary. The program of the Paper and String Club will be given by the Omaha Association of Specialty Manufacturers representatives and will depict a retail store of several years ago compared with the up-to-date modern retail store of the present day. The program will be followed by the usual dance and other fun.

Thursday morning there will still be two sessions of the convention. The Grocers will open with an address by W. T. Ritch, a special representative of the McCormick-Brady company of Omaha and a world wide traveler, who will bring some very interesting observations on "Peculiarities of the South Seas." John C. Reid, vice president of the Three Minute Cereal company of Cedar Rapids, Iowa, will tell the grocers about "Selling the Consumer." C. H. Janssen, the new secretary and manager of the National Association of Retail Grocers will speak to the grocers on the "Program of the National Retail Grocers Association."

The meeting of the Dry Goods, Ready-to-Wear, Furniture and Shoe merchants on Thursday morning will be called to order by R. D. Gaston of Hastings, president of the Nebraska Retail Furniture Dealers Association. Mr. E. J. Gano, manager of the Gano Department Store at Tekamah, who has spent nearly forty years in the retail business in Nebraska will tell the Dry Goods section some of his experiences and lessons of these forty

years. Mr. O. J. Miller of Burwell who is president of the Nebraska Retail Dry Goods and Ready-to-Wear Association, and one of the successful younger merchants of the state will speak to the session on "Merchandising Merchandise."

One of the most successful retail merchants in Nebraska is Wm. F. Baxter, who is general manager of Thomas Kilpatrick of Omaha. He will speak to the Dry Goods section to the subject, "Do you want Your Business to be Artificial or Real?"

On Thursday noon the Federation will compliment all merchants in attendance with a luncheon at the Fontenelle Hotel. This will be followed immediately by the annual meeting of the Federated Merchants Mutual Insurance company with President W. T. Elliott of the insurance company presiding. Entertainment at this luncheon will be furnished by the Omaha Lions club quartette. Mr. J. J. Beall, assistant secretary of the Northwestern Fire Association of Seattle, Washington, will address the insurance company on "Your Business and Mine."

The last session of the convention will come on Thursday afternoon. Roy B. Ford, general counsel for the Federation of Nebraska Retailers will open the Thursday afternoon meeting with his report on legislation and what the Federation accomplished at the recent session for the merchant of Nebraska in this regard. Mr. Janssen of the National Retail Grocers Association will bring the convention a message on "The New Competition and the Future of Retailing." Mr. Reid of Cedar Rapids, Iowa, will bring a popular address on "Romance in Business."

Most buying in retail stores is done by women. Mrs. J. G. Ackerman of Ainsworth, Nebraska, who is president of the Nebraska Federation of Women's Clubs will tell the convention "What the Women Expect of the Retailer." Following Mrs. Ackerman's address will come the regular business session of the Federation for the election of officers and the selection of a convention city in 1929.

The Omaha Jobbers and Manufacturers will again compliment the merchants with a banquet and dance at the Fontenelle Hotel on Thursday evening. P. B. Podra of the Item Biscuit company is chairman of the committee in charge of the Jobbers' banquet and dance and says that it is the intention of Omaha to make this closing banquet an event long to be remembered.

The ladies will of course attend the banquet of the Paper and String Club and the Banquet of the Omaha Jobbers and Manufacturers. In addition to this there has been provided for the ladies two special events. On Wednesday the Omaha Jobbers and Manufacturers will compliment the ladies with a luncheon at the Oriental room of the Blackstone Hotel. Immediately following the luncheon the ladies will be treated to a theatre party in the new Orpheum Theatre. On Thursday noon the Federation is providing a luncheon for the ladies at the Fontenelle. Mrs. Harry T.

**Bargain Wednesday**  
 —AT THE—  
**Variety Store**

- Candy Special, White Marshmallows, lb. . . . . 20c
  - Colored Bias Seam Tape, irregulars, bolt. . . . . 5c
  - White Elastic, fresh stock, 3/8-inch, yard. . . . . 3c
  - Ladies' Silk and Rayon Hose, \$1 value, pair. . . . . 79c
  - Ladies' Silk-Rayon Hose, 50c value "B. V. May". . . . . 39c
  - Haskin's Hardwater Soap, 4 big bars. . . . . 25c
  - Dress Prints, fast color, per yard. . . . . 15c
  - Novelty Edgings, 10c value, each. . . . . 5c
  - Buttermilk Feeders, each. . . . . 35c and 45c
  - Ax Handles, each. . . . . 10c
  - Chor Balls, Chor Boy and Chor Ring, each. . . . . 8c
- Many other items special not listed here, for House Cleaning, Curtains, Curtain Rods, Furniture Polish, Oil Mops, Mop Sticks, Scrub Brushes and many other items you will need—you will find here.

**Popular Variety Store**  
 Telephone No. 581 Roy W. Knorr, Prop.

**Bargain Wednesday Special**  
**Bestor & Swatek**  
*The WINCHESTER Store*  
 Plattsmouth, Nebraska  
**"B" BATTERY BARGAIN**

For one day—while they last—we will sell standard Winchester Radio "B" Batteries at these special prices:

Reg. \$3.50 value for. . . . . \$2.25  
 Heavy Duty, \$4.50 value. . . . . 3.25

**SWEET CLOVER**

We can still book a few more orders for Sweet Clover at \$4.50 and \$5.50. Samples of this seed can be had at the store. Leave your order now and be sure to get in on this low price for these fine grades of seed. The price is right and the quality is extra good.

**GARDEN SEED**

Our Garden Seed Stock is now complete. Fresh stock just received and we can fill all your orders promptly.

**ROYAL COUPLE IN BELGIUM**

Brussels, Belgium, Feb. 8.—King and queen of Afghanistan, now engaged in a tour of Europe, were met by King Albert on their arrival here today. An artillery salvo greeted the Afghan royal party. King Albert bent to kiss the hand of the queen. Children sang a melody of the native land of the royal visitors as they drove thru the applauding populace to the royal palace.

W. C. Tippens was a visitor in Omaha today to spend a few hours looking after some matters of business.

**Bargain Wednesday Specials**

**50 Boxes Fancy Stationery**  
 50c to \$1 values

**35c**

**A Few Dozen Framed Pictures at**

**79c**

See them in our east window  
 Real Bargain Prices all this Week

**R. A. BATES**  
 Book and Stationery Store

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**People's Market**  
 "Where Quality Tells and Prices Sells!"

<b>Cane Sugar</b> Not beet, but cane. 10 lbs. <b>62c</b>	<b>Fcy. Celery</b> Large Stocks, White bleach. <b>12 1/2c each</b>	<b>Grape Fruit</b> Full of juice. We sell them <b>2 for 15c</b>	<b>Country Lard</b> Fine fresh farm rendered, at <b>16c lb.</b>
<b>All Milk</b> Carnation, Wilson's or Value <b>10c can</b>	<b>Carrots</b> Fine, fresh ones just in, at <b>8c bunch</b>	<b>Sweet Oranges</b> Genuine Sunkist from Calif. <b>25c doz.</b>	<b>Smoked Salt</b> Figaro brand, reg. \$1 value <b>79c can</b>
<b>Navy Beans</b> Fine cooking grade. 3 lbs. <b>25c</b>	<b>Macaroni</b> Buy it in bulk to save, only <b>10c lb.</b>	<b>Eating Apples</b> Extra good and a bargain at <b>7 1/2c lb.</b>	<b>Bulk Raisins</b> Clean and free from all grit. <b>9c lb.</b>
<b>Head Lettuce</b> Extra large heads, on sale at <b>9c head</b>	<b>Ripe Bananas</b> Good solid fruit, 3 lbs. for <b>29c</b>	<b>Potatoes</b> Good cookers at a low price <b>25c peck</b>	<b>Dried Prunes</b> Med. size, good cookers at <b>9c lb.</b>

**Men's and Children's Furnishings!**

<b>Flannel Shirts</b> Men, here is a real bargain <b>89c each</b>	<b>Men's Gloves</b> Medium weight outing, at <b>9c pair</b>	<b>Coats' Thread</b> All numbers, black - white <b>3c spool</b>	<b>Men's Overshoes</b> 4-buckle, cloth top, short lot <b>\$2.69 pair</b>
<b>Dress Socks</b> Good wearing, finely woven <b>9c pair</b>	<b>Union Suits</b> Men's fleece lined garments. <b>95c each</b>	<b>Boys' Kiki Shirts</b> How's this for a bargain? <b>Only 39c</b>	<b>Men's Red Overshoes</b> Hvy. all rubber, one buckle <b>\$3.69 pair</b>
<b>Work Socks</b> Durable, yet comfortable! <b>9c pair</b>	<b>Men's Coveralls</b> Kiki or 2.20 wt. Blue Denim <b>\$2.39 pair</b>	<b>Children's Hose</b> Black and brown. All sizes <b>9c pair</b>	<b>Dress Pants</b> Men's sizes in good material <b>\$1.69 pair</b>

**You Can Depend on Sam!**  
 Tel. 239-5 SAM GIVINTER, Proprietor

Breck, who is president of the Ladies Auxiliary will preside at this meeting. Entertainment will be furnished by the Omaha Lions Club quartette. Mrs. J. G. Ackerman of the Nebraska Federation of Women's Clubs will address the ladies at the Thursday noon luncheon.

The Western Passenger Association has granted reduced fares to the convention on the identification certificate plan. Under this plan the merchant must buy his ticket from his home down to Omaha and return. In other words he cannot present the certificate at the convention and purchase his return ticket in Omaha to take advantage of this plan. He must buy a return ticket when he starts to Omaha. An identification certificate will be mailed to all members. More than one ticket can be bought on a single certificate. However, if there are merchants that want additional certificates they should write the secretary of the Federation at once.

**FREAK WEATHER IN ISLES**

London, Feb. 10.—The British Isles again today suffered weather freaks. Late in the afternoon there was a sudden fall in the temperature of eleven degrees, with a terrific gale, accompanied by thunder and lightning, snow and sleet. This lasted about forty minutes, and London was in temporary darkness.

The wind, especially in Ireland, was of hurricane force—in some places, eighty miles an hour, with torrential rains. There for many minor accidents and property damage by lightning have been reported, but no fatalities.

Oleo, Norway, Feb. 10.—Twenty-five persons have lost their lives in this vicinity as a result of storms and landslides of the past few days, according to estimates today.

**"ALL THE LAW ALLOWS"**

Los Angeles, Cal., Feb. 9.—Superior Judge J. J. Trabucco, who will pass sentence Saturday on William E. Hickman, tonight said: "I cannot state in advance just what my sentence will be but you can rest assured that this defendant will be given all the law allows."