

Rube Goldberg, the Cartoonist, Brings His Funny Boobs to Town



Beginning tomorrow in The Omaha Bee, Rube Goldberg's daily comic cartoon will furnish our readers with new material for laughter. Goldberg's queer characters and funny comment on the follies of the human race are being watched daily by over 10,000,000 newspaper readers and his endless fund of humor has made him one of the leading cartoonists of the country. Watch for the Goldberg cartoons, beginning tomorrow in The Omaha Bee.

Buy-Rite Stores Formed in 1920; 14 Members Now

Association of Grocers Handling Only High-Grade Goods Buys Wholesale Quantities.

On October 20, 1920, 11 owners of neighborhood grocery stores in as many sections of Omaha, met to consider a plan of co-operative consolidation—a plan by which these 11 grocery merchants could buy and sell at a lower price.

Out of that meeting more than four years ago came what now is known as the Buy-Rite Stores association with a membership in Omaha of 14 stores doing an annual business of \$3,000,000. These 14 stores, so situated that they are convenient to almost every district of the city, supply the chief food products to about 15 per cent of the city, which means that approximately 7,000 families out of 20,000 in Omaha buy their groceries and meats from stores that hold membership in the Buy-Rite association.

So, in four short years, from the date of the birth of the plan, is traced the rapid growth of an organization that centered its hope for success on a policy of honesty and integrity in business backed by an indomitable will to win. Of the 11 merchants who met at the first conference, 10 still are members. One withdrew during the first month. Moving slowly, carefully, but wisely, the membership has grown to 14. There it has stood for some time and, according to present belief, there is no indication that it will grow more rapidly in the future than it has in the past. That is because, the officers explain, the city is well covered at this time by the Buy-Rite system stores, and also because of the high standard demanded by the association of prospective members.

Only Best Stores.
The association adheres to inviolable regulations governing new members. Only the best store in a given neighborhood is eligible to join the Buy-Rites, and then only when that store's owner has the highest reputation for honesty and integrity. Ernest Buffett, president of the association, who owns a grocery at 5015 Underwood avenue, told The Bee the story of Buy-Rite. To Buffett is given the credit for originating the system, and to his initial energy, other members agree, the association owes much of its success.

"In order for a grocer to become a member," Buffett said, "it is first required that he be a successful merchant. He must have the best store in his neighborhood. He must be financially able to pay cash for everything he buys. He must be able to give telephone and delivery service.

"This association was formed primarily so that neighborhood grocers could buy goods at the right price so that they could be sold at the right price. That could be done only by purchasing in wholesale quantities. One store could not do that. Fourteen stores can do it. The 14 stores pool their buying and without a separate, maintained buying organization. Like all our business the buying is done without overhead. Each member has allotted to him certain articles. It is up to that member to buy those articles in wholesale lots at the best price the market affords. This grouping is so carefully and systematically carried out that everything sold in a grocery or meat shop is included. There is no slip-up and no stop-over. It does away with a regular buying organization with a minimum of detail to the individual member.

Omaha Goods Preferred.
"It is our policy always to give preference to Omaha jobbers and manufacturers. We buy most through the jobber, who works in close harmony with us.

"More overhead expense has been eliminated by avoiding the necessity of warehouse storage. When a carload of goods arrives for us the various members send their drivers into the railroad yards to receive the shipment. The goods are taken directly from the cars to the various stores and offered for sale. By splitting a carload into 14 lots great storage space is not required."

Officers of Buy-Rite Grocers' Association



Ernest Buffett, President. George I. Ross, Vice President. Richard Jepsen, Secretary. Gustav Karsch, Treasurer.

mand is not granted the one who fails to do the granting is the loser. "We believe—we know—that the average housekeeper likes to order her groceries and her meats by telephone. That is, when she knows she can depend on the grocer to give the same high quality articles she would select if she visited the store in person. That is what we do. That is our utmost aim. There you find convenience merging into satisfaction and when you get that combination you are arriving near the goal of success.

Meet Each Monday.
"Each Monday night the 14 members hold a meeting. These sessions are just like a conference of the board of directors of a corporation. Most of our buying also is outlined when we are all together."

It was suggested that the name "association" might imply a pooling of profits of the 14 stores followed by a share and share alike division of the net earnings. This is not done. The stores have a co-operative relationship only to the extent of pool purchasing and mutual advancement. The profits made by any one member belong to that member only.

"We do everything we can to keep ahead of the grocery business and whenever possible a stride or so ahead. Each summer we select one or two of our members to make a tour of certain sections of the country to study progress in the grocery industry being made in other localities. These members make a close study of conditions affecting our interests and come back with ideas that help Buy-Rite in giving better service.

"Of course the system inaugurated here has spread to other sections of the country. In some instances where similar organizations have been perfected the name of 'Buy-Rite' has been adopted. We have copyrighted the name only in the state of Nebraska which leaves merchants in other states free to make use of it. Associations in Dubuque, Ia.; Windsor, Ontario, and Sioux City have retained the name Buy-Rite. In other cases new names have been taken, without change in the system.

Many Inquiries.
"We have had countless inquiries from all sections of the country regarding the system. We always try to reply promptly and adequately to all of these inquiries.

"Much of our success is directly due to consistent advertising. We believe in using the daily newspapers to tell the people what we have. Results have shown that our belief is not ill-founded."

The 200 employees of the Buy-Rite organization comprise a big and happy family. A high spirit of co-operation pervades the organization from floor sweeper to president.

Tech and Central to Debate for Cup

Contest to Determine Possessor of Reed Award Coming Year.

Central High and Technical High schools will contest next Thursday evening in Tech auditorium for the city championship debate cup donated by W. E. Reed, former president of the board of education. It is now in the possession of Central as a result of a two to one victory last year.

William Ritchie, Jr., lawyer; Leon O. Smith, assistant superintendent of schools; and Harvey M. Johnson, lawyer, have been asked to judge the debate.

David Fellman and Sam Minkin will hold the second and third positions on the Central team, with Henry De Long, Byron Dunham, or Harry Wise as first speaker. Ephraim Marks, Victor Hruska, Walter Huber and Wesley Crow

comprise the Tech team, from which three will be chosen. In addition to the city championship, the contest will determine the winner of the eastern district of the Nebraska High school debating league. The victor will compete in the state debate tournament at Lincoln in May.

Central has a record of nine victories and four defeats, and Technical nine victories and five defeats in previous contests during the season. Each school defeated the other in a dual debate in January.

Declaratory Winners.

Special Dispatch to The Omaha Bee.
O'Neill, April 4.—Winners in the district declamatory contest between high schools of Holt, Rock, Brown and Cherry counties held here Friday night were: Extemporaneous division, Donald Buller of Ewing, first; Richard Morrison of O'Neill, second; oratorical, Harold Hough, O'Neill, first; Paulin McPharlin of O'Neill, second; dramatic, Dick Perry of Bassett, first; Elsie Longstaff of O'Neill, second; humorous, Lona Conger, Ewing, first; Vera Madsen, O'Neill, second. The winners will represent the district in the northeast Nebraska contest at Wayne.

Jewish Passover Starts at Sunset Next Wednesday

Orthodox Homes Will Discard Regular Dishes for Special Ones and Use Unleavened Bread.

Omaha Jewry will celebrate the Passover holidays for eight days, starting at sunset Wednesday night. It is the custom in orthodox Jewish homes to begin a general house cleaning Tuesday morning so that late Wednesday afternoon not a dish or cooking utensil, used during the entire year can be seen in the house. Instead, a complete set of dishes and cooking utensils stored away from the last Passover are brought out.

During the eight days, Jews throughout the world give up the eating of bread and other staple foods used during the year for the unleavened bread, "matzos."

This is a sort of cracker made from flour and water. The Biblical version of the origin of the matzos says that it comes from the time when the Jews were driven out of Egypt and into the wilderness. The Jews in the wilderness soon found themselves hungry and nothing to eat but flour. This was mixed with

water and placed out in the sun to bake. Matzos this year will sell for from 16 to 20 cents a pound. Potato flour used during Passover week for the making of cake sells at 20 cents a pound. A variety of coffee has on its label the name of a chief rabbi of some eastern city. The rabbi is supposed to be in the factory while the coffee is ground and placed in the cans. Russian tea, however, is the beverage for the week. It is used morning noon and night. Dried fruits such as silver prunes, peaches and raisins are also in great demand.

Wine Permits.
Congress has provided that each member of a Jewish family is entitled to two gallons of wine to be used during the eight days of the Passover, for sacramental purposes only. The wine is used at the four "kiddushes."

Services will be held at orthodox Jewish homes starting at sunset Wednesday when the head of the family begins to say the opening prayer. This is followed by a child, who asks the "four koshes," or four questions pertaining to the Jewish faith. The home services end with the singing of the "Had God Ya." The synagogues will hold services the first two and the last two days of the eight days of the Passover.

Audubon School Election.
Audubon, Ia., April 4.—Voters in the consolidated school district of Gray, in the northern part of Audubon county, will vote on issuing bonds not to exceed \$45,000 for a new school building April 20.

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