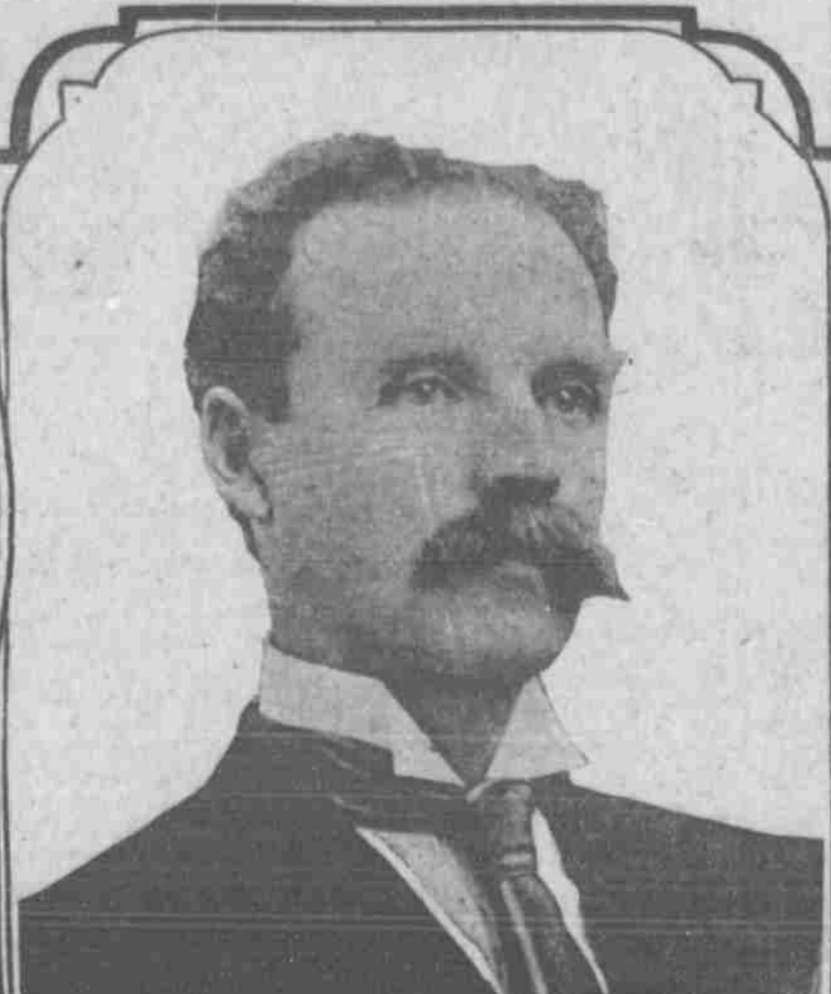


Convention of Nebraska Retailers a School of Instruction



HENRY BOLTON,
VICE-PRES.
Schuyler, Neb.



FRED DIERS,
PRES.
Madison, Neb.



W.H. AVERY
SEC. - Tilden, Neb.



M.A. HOSTETLER, TREAS. Shelton, Neb.



GEO. G. COWAN
Adv. Mgr.
Dry Goods Reporter

WHEN the fifth annual convention of the Federation of Nebraska Retailers meets in Omaha, March 7, 8 and 9, it will draw to this city the greatest number of retail merchants, probably, ever seen together in this state. Headquarters will be at the Hotel Rome and three business sessions are scheduled for Tuesday, March 7. Two business sessions will be held Wednesday, March 8, and Thursday morning, March 9, will be given over to the election of officers.

The constitution of the federation sets out its objects as follows:

To maintain a state association and organize and co-operate with local and county organizations of retail merchants and individual dealers.

To correct evils attending the credit system.

To promote such legislation as may be of benefit to the retail merchants.

To abate trade abuses and injurious practices.

To harmonize trade relations between retail merchants.

To disseminate trade information, encourage improvement in business methods and generally advance the interest of the retail merchants.

At this particular time the organization is stronger and more influential than at any time in its history, and during the last year W. D. Hartwick, state organizer, has brought the membership up to a very high notch by the organization of something like three-score new locals, scattered throughout the state.

Invited to Bring the Women.

Not only will all the old and new members be here in force to get the benefit of the good things outlined on the program, but the formal invitation urges them to bring their wives, and the promise is extended to

each "she will enjoy the convention and Omaha wants to help entertain her this year." Since the invitation has gone to over 2,000 merchants, it is not unlikely that several hundred of the influential homemakers of Nebraska will accompany their husbands to this convention.

President Diers and Secretary Avery have presented to the merchants of this state ten reasons why they should attend this convention and get behind the federation in its purposes, and these ten reasons comprise an epitome of the progressive things the organization stands for, as follows:

If you are keeping your store open late, or have no fixed time for closing.

If you keep your store open on Sundays.

If you have no credit rating system by which you can safely guard against bad accounts.

If you have accounts you cannot collect and want to know how to proceed to collect same, if at all collectible.

If you are not handling butter, eggs and other farm products without a loss.

If you want to get rid of handling butter, eggs and poultry in your store.

If you want to avoid conflict in trade relations and maintain a profit on goods you sell.

If you want to establish friendly relation between yourself and your brother merchants in your line of business.

If you want to adopt a co-operative delivery system in which several stores share in the expense.

If you want to sell goods and make a fair and just profit and help bring merchandising to a higher plane, thereby making the pursuits of merchandising a source of pleasure instead of drudgery.

Big School of Instruction.

It is further pointed out that there is a solid basis of profit in such a convention as this will be, because the meetings will serve as a school of instruction along general business lines, not only to the country merchant in the small hamlet, but to the city retailer who desires to keep in close touch with the best thought in his line. The school of instruction feature will embody special talks on salesmanship, a course of lectures in window trimming, explanation of the credit rating system which protects dealers from dead-beats, showing how the co-operative delivery system works to reduce expenses; merits of the proposed mutual insurance for federation members and, perhaps most important of all, "the other fellow's experiences," which are to be brought out as fully as possible.

Then there is the vital factor of new business friendships formed and old ones renewed. The officers say they have results to tell of that will please

the members; and it is beyond question that the members themselves have things to tell each other which are well worth while. So the convention will represent a combination of influence, knowledge, financial stability, social attractiveness and practical, tested ability in retail merchandising that it would be difficult to duplicate in any other business convention held in this city this year, or any other year, for that matter.

Better merchandising is the chief aim, say the officers, and they have arranged for programs that will all go toward that end. In the term are included all features and problems in and out of the store, that retail merchants have to develop or contend with. And the officers claim that it is only by adding the influence and experience of every single merchant to the aggregate of the federation that the best results can be achieved for all. It was with this thought in mind that Mr. Hartwick was engaged as general organizer or commissioner. His report is expected to be especially interesting to the members.

Co-operative Merchandising.

President Diers of the Nebraska association has gained considerable favorable notoriety throughout the country by his plan of co-operative merchandising. Every trade paper in the land and most of the dailies have taken it up and commented on it at one time or another. The scheme has been in effect in Madison, Neb., with very satisfactory results.

To make this plan effective a stock company is formed of all the merchants in a town. This company operates a central depot, at which all butter, eggs and produce are received. The manager of the central depot issues checks on the various merchants with whom the farmer may want to trade. In this one detail of retail merchandising it is claimed the co-operative feature saves a substantial sum every month for every member, whereas under the every-man-for-himself plan the merchant loses money in handling his produce. Co-operative delivery goes with this co-operative central depot, and the result is asserted to be a long step toward the solution of the problem of reducing the wasteful expense of doing business in any given area from a number of stores where one might serve under altogether ideal conditions.

As will be noted from the program, about every five phase of action, competition, advertising, presentment of goods, collection of debts, regulation of accounts, dealings with wholesalers and kindred subjects is given a place, with able men to elucidate and discuss. Following are the layouts for the different sessions:

Tuesday Morning, March 7—8 o'clock, enrollment of members and delegates; 9, call to order; invocation, Rev. Thomas J. Mackay; address of welcome, David Cole, president Commercial club of Omaha; response, M. A. Hostetler, treasurer Federation of Nebraska Retailers; report of secretary, W. H. Avery; report of treasurer, M. A. Hostetler; annual address, President Fred Diers; appointment of committees.

Tuesday Afternoon—1:30, Question Box; report of state organizer, W. D. Hartwick; illustrated lecture, "Window Trimming," by George J. Cowan, vice president Koester School of Window Trimming and advertising manager the Dry Goods Reporter; address, "Credit Rating System," Grover Long, Columbus, Neb.; addresses by wholesalers; general discussion.

Tuesday Evening—8, at Hotel Rome, meet with

Ad club; devoted to discussion of advertising for the retailer, given for the Federation of Nebraska Retailers by the Omaha Ad club; addresses by A. V. Pease, Fairbury, "Newspaper Advertising for the Country Retailer;" C. C. Johns, advertising manager of Wolbach & Sons, Grand Island, "Personal Letter Advertising for the Retailer;" John Duff, Hayward Bros. Shoe company, Omaha, "Some Phases of Retail Advertising;" Robert H. Manley, advertising manager of the J. L. Brandeis stores, Omaha, "How to Eliminate Fake and Scheme Advertising;" Penn F. Podrea, editor of Omaha Trade Exhibit, will conduct a question box.

Wednesday Morning, March 8—8:30, address, "Co-operation," W. H. Avery, secretary of the Federation of Nebraska Retailers; discussion; address, John A. Green, secretary National Grocers' Association of the United States of America; discussion.

Wednesday Afternoon—1:30, report of special and standing committees; reports of local secretaries; address, "Salesmanship," Dan R. Vardaman, Des Moines; Question box.

Wednesday Evening—6:30, guests of the Omaha Commercial club at a buffet luncheon at Hotel Rome; 8:15, guests of the Commercial club of Omaha at the Orpheum theater; address by Governor C. H. Aldrich, preceding the entertainment.

Thursday Morning, March 9—8:30, election of officers; address, "Merchandising," C. E. Belmont, Wymore; address, "Mutual Insurance," J. Frank Bar, Lincoln; discussion.

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ROY BYRNE



FRANK KEOGH



JOE KELLEY



W.D. HARTWICK,
State Organizer.



E.B. FINCH, Kearney



L.F. LANGHORST,
Elmwood

Members of Executive Committee



J.M. GALLOGHY,
Atkinson, Executive Com.



FRED DE WEBBER,
Arlington, Executive Com.



E. J. EATON,
Hastings, Executive Committee