

Gov. Neville Proclaims Pure Food Week in Nebraska

The British Government Urges Cash and Carry Away Plan

Grocers of England expect to cut out giving credit and eliminate delivery service to avoid needless waste. This is much like

The Basket Stores' SAVING WAY

Our large volume with quick turnovers, small margin of profit, carload buying and modern economical merchandising plan makes it possible for us to sell practically everything at from 10% to 30% below regular prices EVERY DAY.

Our business has shown a wonderful growth, which proves that our boosters have been loyal. Sales 1915, were... \$1,850,870.58 Sales 1916 were... \$1,870,171.34 Sales gained \$100,509.16 in the first two months of this year over the same two months of last year. At this rate our sales are growing more than Half a Million Dollars per year.

The following list will show some of our volume on just a few of the items we handle.

- During the last year we sold: OVER 100 carloads of FLOUR, OVER 75 carloads of POTATOES, OVER 55 carloads of SUGAR, OVER 35 carloads of FEED, OVER 28 carloads of COAL OIL, OVER 20 carloads of ORANGES, OVER 15 carloads of SALT, OVER 12 carloads of APPLES, OVER 6 carloads of SYRUP, OVER 5 carloads of CRACKERS, OVER 5 carloads of POULTRY FOOD, OVER 3 carloads of MATCHES.

OVER 3 carloads of our famous INDEPENDENT COFFEE, OVER 1,000 dozen BROOMS.

Keeping down food costs to the consumer, and yet supplying the same high quality that is usually given as an excuse for charging higher prices. WE challenge our quality with any, as we do not sacrifice quality for price.

Sixteen ounces to the pound always.

Buying your goods by WEIGHT is the only sure way to get what you are entitled to.

Our Sanitary Markets are the home of cleanliness and sanitation. All meats are Government inspected and the quality highest obtainable. We sell over a carload per week.

When you find a business in staples attaining size, you may be sure that in some broad economic way it makes for increased efficiency and gives a fundamental service to consumers. In no other way could it continue to exist.

Omaha Council Bluffs South Omaha Benson Florence **The BASKET STORES** 40 Stores Lincoln College View University Place Havelock Ashland

PROCLAMATION

TO THE PEOPLE OF THE STATE OF NEBRASKA:

By an act of the Legislature, passed several years ago, the Governor is constituted the Food, Drug, Dairy and Oil Commissioner, and it is made his duty to see that all of the provisions of the law are properly enforced. To aid him in this duty, he is authorized to appoint a Deputy Commissioner, and he, in turn, with the consent of the Governor, appoints a number of inspectors. In order that all of these officers perform their duty, constant vigilance is required on the part of those directly in charge.

Therefore, as Governor of the State, I am exceedingly anxious that the best possible results be secured. Food may be said to include everything we consume that goes to build up and preserve our natural life, as bread, meat, butter and everything into which the products of the dairy and poultry industry enter and constitute the major part, together with vegetables, of which we consume enormous quantities, and that these should be pure, or as nearly so as possible, is the prime intent and justification for the existence of the law and for its rigid enforcement.

This law has worked well in the past and has received the stamp of public approval, but that it may be made still more efficient and bring more and better results, I deem it proper to follow in the steps of former Governors and set aside a week in which all organizations of commercial endeavor, all societies of public welfare and business concerns engaged in selling, distributing or manufacturing goods, and those engaged in the production of food, are hereby requested to join in the movement and aid in making the work of those who are set to carry out the will of the people a success.

Nebraska is in the forefront of food-producing states and its citizens should vie with each other in order that its products should receive first consideration in the markets of our country and of the world.

I, therefore, set apart the week beginning March 25 as Pure Food Week.

Done at Lincoln, Neb., this 19th day of March, 1917.

Keith Neville

GOVERNOR OF NEBRASKA.

YOUR GROCER IS RELIABLE

He wants to hold your trade and tries to sell you brands he knows you will like. He is always ready to recommend



KC BAKING POWDER — Ask him



Elkhorn Milk

The Modern Way



All Grocers Ask For It

Pure Milk In Cans

That's All



PURE FOOD WEEK MARCH 25 TO 31

PURE FOOD WEEK MARCH 25 TO 31

A Big Convenience in the Kitchen

A compact little Electric Range finds high favor with the modern housewife. Just the thing for the small home or apartment. May be used in any home where there is Electric Light. Costs little to operate. Very simple.

An Electric Range

is always ready. Roasts meats, bakes, broils, boils or fries; cleanly. Special temperature indicator on oven assures the right degree of heat always. Prices moderate.

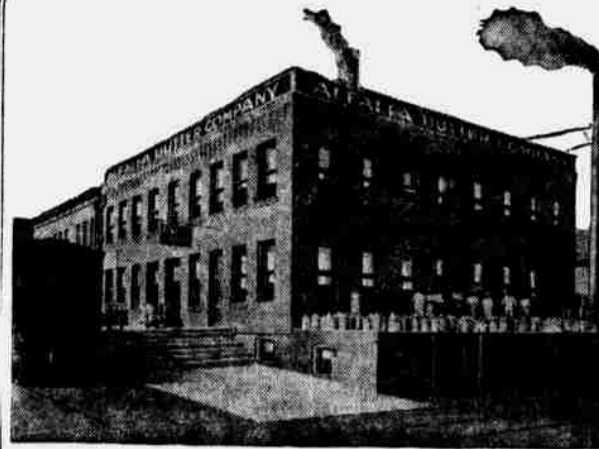
Cook it electrically and assure well cooked pure food.

Electric Ranges and other Electrical Household Appliances always on display. Call today.

James Corr Electric Co.

207 South 19th St.

Tel. Douglas 4466.



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Ak-Sar-Ben Process Butter

Is Pure Butter

Made by extracting the oil or butterfat from farm butter, to which is added pure water, salt and color. It is wholesome and you will save 5 CENTS a pound if you specify AK-SAR-BEN BUTTER.

Made in Omaha's Newest Butter Factory, the

Alfalfa Butter Company

Omaha, Neb.

When you want the Best, telephone your order to the **PURE FOOD STORE SOMMER BROS.** Groceries and Meats 28th and Farnam. Phone Harney 188.

Eat SKINNER'S Macaroni

I make SKINNER'S Macaroni in the largest macaroni factory in America and I am very particular how I make it All good Grocers sell it.



My Signature is on every Package of SKINNER'S Macaroni

I will send a beautiful Cook Book Free to every woman reader of this paper Send for your Copy today

Two large Packages 25¢

My Signature *Paul Skinner* On every Package

Cut down the high cost of living and Preserve the health of your family by serving SKINNER'S Macaroni and Spaghetti two or three times a week Children love it and thrive on it. It is the best Possible food for adults.



Quality Wines and Liquors For Home Use

Fine old standard brands, such as Cedar Brook, Old Crow, Old Taylor and Spring Hill, 10, 12 and 14 years old. If you are going to lay in a supply for home use be sure and see us. Immense stock to choose from. We are selling full quarts of fine Whiskey at \$1.00.

ALL COUPONS OUT WILL BE REDEEMED

CAKLEY BROS.

16th and Capitol Ave.

The Old Reliable Liquor House.

MAIL ORDERS FILLED PROMPTLY.