

If You are Wise You will Refuse to Pay for the unnecessary Waste which forces a Dealer to put Higher Prices on his goods

Why not support a modern system which tries to help save you this waste? The elimination of reckless wastes brings benefits which almost staggers the imagination. "Waste is the root of pauperism." If the people continue to cooperate with the six Basket Stores, great benefits can be worked out in the distribution of groceries in Lincoln. Boost for the beneficial system which helps your city.

Get the Cash Habit

It takes Grit, Nerve and Backbone to start at it, but if you have once gotten into the habit, the pleasure it brings will pay for the sacrifice in the beginning. Get your friends to pay cash. Get them to be free. "The highest form of liberty is freedom from debt." Benjamin Franklin said "When you run in debt, you give another power over your liberty." If you can get your friend to pay cash for what he buys you have benefitted the world that much.



How can those Basket Stores do so much business and still charge for deliveries and sell for cash?

Our system of charging for deliveries is meeting with favor with people who understand it. We keep two delivery wagons of our own busy, daily. People who are observing know that there is no such thing as a free delivery. But our system of deliveries gives you the benefit as they are the most free deliveries you can get. When you buy groceries we do not charge you with somebody else's wasted drive. You only pay for your own, and you will like our system when you understand it. The Basket Stores are always trying to find methods to reduce the unnecessary high prices.

In the western part of the state, where land is very cheap, our representative was told that watermelons could be produced at 1c each. That mustard seed, from which mustard is made, was considered a pest. Skimmed milk is given to the hogs. The Basket Stores are convinced that there is a method of reducing the price much lower than we have it at present, if we could get a larger volume of business.

We Have Just Started to Manufacture Some Articles which are Found in the Grocery Business in Order to Reduce Prices

We are now just starting to put up Ammonia in bottles, and bluing also. To grind peanut butter; put up mustard in bottles, jugs and glasses; to bottle sewing machine oil; to bottle vinegar. This idea, if our volume keeps increasing, will let us lower the price and know absolutely the quality of the articles we put up, and make the quality uniform.

Notes From Doctor Foolish

Which do you pay with greater pleasure, your gas bill or your water bill? The Municipal water plant is making us money so that we can eventually use some of it for parks. Would it not be a better idea for the water plant to raise their price on water, so that there would be more cash rolling into the city treasury from the water plant? Do the people in Lincoln have confidence in the purity of water as against Omaha's drinking water? Was F. W. Brown correct when he suggested in his speech at the Lincoln Commercial Club, that eventually the gas plant, and the street railway plant should be owned by the city and taken out of politics. If you would own the street car plant and the gas plant, would they not be strong factors in piling up money to pay for parks, which we might need so bad?

York Neb., they say has been on a cash basis for some time. They bought the Court House and paid cash for it.

Tecumseh they say has been on a cash basis. The people are very proud because the State of Nebraska has been on a cash basis lately.

Would it not be a good idea if the F street park and the Antelope park were improved? Then they would be used more. Is it not a good time now to pay off some of our bonded indebtedness?

The street car conductors of Lincoln are very courteous. If the people do not think so let them go to the packing house district of Kansas City or crowded St. Louis. If the people had one-sixth of the amount of money that is lost and wasted in unnecessary delivery wagons and credit accounts of the grocery business they could build parks all through the city and possibly go and build parks for Omaha.

If the people had a newspaper which would publish the news unhampered by the advertiser and unbribed, they would get the truth better. Would it be wrong if the people of Lincoln owned a little newspaper themselves to send the news out themselves.

Has the ice company been prepared to handle the ice situation in Lincoln? You do not need two ice companies competing with each other and making the extra drives. But haven't the people a right to have one ice company that will pay their men enough so the people will get courteous and fair treatment, good weights and service.

Getting Down to Food Values

12 lbs. of beans and 1 1-2 lbs. of cotton seed oil might be purchased for the cost of one chicken. These vegetable foods furnish 20 times the nourishment of a chicken. This may surprise some people but it is true nevertheless. People should study the food values of these articles. Women are sometimes careless and waste their money when they buy. If they will phone Auto 3072 or Bell 767, we would be glad to give some magazines to read along this subject. French lamb chops cost about 10c each. One writer says that 96c spent for a chicken will purchase 80 times the amount of nutriment in wheat and 140 times the amount in corn.

We have several coffee grinders for sale. Wanted to buy several good strong second hand rocking chairs. Also want to buy cheese cutters and covers for same.



We put out no special sales to bait you into the store. Our prices are subject to market changes only.