

Basket Stores 10th ANNIVERSARY

1908 1 STORE 1918 44 STORES

A Wonderful Story of 10 Years' Growth.

Our Great Record:

1908	—1 store	
1910	—7 stores	Sales \$175,936.00
1911	—8 stores	Sales \$267,100.00
1912	—8 stores	Sales \$394,193.92
1913	—12 stores	Sales \$532,842.06
1914	—18 stores	Sales \$ 837,497.23
1915	—30 stores	Sales \$1,350,852.52
1916	—40 stores	Sales \$1,870,141.34
1917	—40 stores	Sales \$2,143,080.95

U. S. Food Administration License No. G-25403.

The Chain Store Cash and Carry Grocery Plan we believe is the coming method of distribution. It is fundamentally sound. We began ten years ago with one store. Today we operate forty-four stores in Omaha, Lincoln, and surrounding territory.

Buying large quantities of merchandise direct from the producer, packed under our own label, we eliminate middlemen's profits.

Our Buyers Are Instructed to Consider Quality First

The ordinary grocery store has the following expense—delivery cost, 20%; charge accounts, bad debts, collections and bookkeeping, 10%. The Cash and Carry Plan saves you all this expense.

Hundreds of our patrons have volunteered the information that they saved 20 cents on every dollar's worth of merchandise purchased from the Basket Stores. On this basis, we saved to the patrons of our stores during the year 1917, \$535,750.00.

We insist upon our managers keeping fresh stocks with a quick turn-over. The ordinary grocer turns his stock about seven times a year—last year

"CASH AND CARRY" Certainly Means a Saving to the Careful Buyer.

we turned our stock nearly thirteen times. Every price in a Basket Store is plainly marked—you pay the same as your neighbor. No special sales, no leaders.

Our Plans for the Future

We intend to open many new stores. The saving from our increased quantity buying will be passed along to our patrons. The housewife, the greatest buyer on the face of the earth, has been hit hardest by the High Cost of Living. We are

trying to raise her salary by reducing the cost of the articles that she has to buy.

We Help You Fight Old H. C. of L.

We are planning within the near future to arrange for a modern warehouse, a modern bakery and a cold storage plant. These will further eliminate waste and expense in bringing our products direct to you from the producer.

We are proud of our growth the past ten years. If you treat us as well in the future as you have in the past, the Basket Stores are bound to become a greater factor than ever in reducing the cost of living to the consumer.

We take this method of expressing our sincere appreciation of the splendid support given us in the past 10 years.

BASKET STORES COMPANY

