MRS. WILSON TALKS ABOUT ART OF DEEP-FAT FRYING and Gives Some Delicious New Recipes for Various Kinds


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The Marriage Trifler



## You Can't Find Better Coffee

## anywhere-at any price!

"Asco" Blend Coffee is carefully roasted fresh daily in our own big plants, under the supervision of our "coffee
wizards," men who have spent their lives around coffee, who know coffee "like a book." It was these coffee experts who discovered a certain combination of high-grade coffees, blended by a special process, that produced "Ascc" Blend, a It has a certain delightful aroma and satisfying flavor that

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day off right."

Millions of pounds

Our Producer-to-Consumer Plan, by eliminating the middle man, enables us to sell 'Asco'’Blend at practically the wholesale price
The best in the beginning
The cheapest in the end Because of its wonderful, distinctive flavo Sold only in "ASCO" STORES convenienty

