There's No Base Like Home мя

## Prices

## Up or Down?

High prices for livestock increase the producer's income. Low prices decrease it and even result in losses. Similarly, high prices for meat increase consumer's expenses.
But Swift \& Company as a middleman does not benefit by middleman does not benefit by
high or low prices. Our income high or low prices. Our income
depends not on a high level of depends not on a high level of prices or a low level, but rather on the margin between the live-by-products price.
The company's only concern, in whether prices should be high or low, is that they should be high enough to satisfy producers and low enough to please consumers; but over the move-
ment of these prices Swift \& ment of these prices
Swift \& Company is compelled by competition to pay high enough prices for livestock to secure an adequate supply. We must sell meat at a price low enough to make me prices, to secure a margin large prices, to secure a margin large
enough to pay all expenses and yield a fair profit.

Our profit for 1919 averaged less than two cents on each dollar of sales, or $6 \frac{3}{s}$ per cent on money invested.

Swift \& Company, U. S. A. Central Office, 9th St. and Girard Ave. F. M. Hall, District Manager


## Here's Health For All

Fill up your glass with sparkling Peacock-taste its fine flavor-feel it refresh and invigorateand drink it again and again because Peacock Ginger Ale is a healthful drink.
All through the process of making, Peacock Ginger Ale is protected for your benefit. Before a particle of water is used it is sterilized to purify it, and then twice filtered to remove dients are of highest purity. With so many lindser ingredients are of highest purity. With so many kinds of ginger ale to select from, is it not wise, as a matter of health pro-
tection, to buy the one kind that you know is healthful down to the last drop
On these sultry days that induce a regular "sahara thirst try bubbling Peacock Ginger Ale.

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## What Are You Paying?

Have you ever compared the prices others are charging with the low prices
prevailing in all "Asco" Stores? That it pays to be on the square with the public s proved by the splendid manner in which you have responded to our efforts. By解 Always we have one dominant thought in mind-to give you the most for
your money, and this without sacrificing quality. We are able to do this by our direct connections with the sources of supply - we act as the connecting link operate on the principle of "armer, the canner, Compare our prices with what others are charging and you'll see why
pays to deal at an "Asco" Store. The Most of tine Best for the Least

The Price Continues!
 Coffee $35^{\circ}$

Pure Granulated Sugar it 21c


There Are Good Reasons
Uictor Bread ${ }^{2}$.e. $9^{\circ}$


| - Yuyd Buther $65^{\circ}$ | "Iced Tea, Please!" <br>  |
| :---: | :---: |
|  | Asco Blend TEAS lb 4 屋 |
|  |  |

## (4) <br> Fancy New Onions ib $\mathbf{2}^{1 / 2}{ }^{\text {c }}$

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Fresh Killed Milk Fed Stewing Chickens lb 45c

Genuir e Maryland Spring Lamb Genuine Wether Mutton


Highest Quality Native Beef
${ }_{\text {End }}^{\text {Thick }}$ Rib Roast it $\mathbf{3 2}^{\text {c }} \left\lvert\, \begin{gathered}\text { Best } \\ \text { Cut }\end{gathered}\right.$ Rib Roast ib $\mathbf{3 8}^{\text {c }}$ lim
Small Lean Smoked Picnics

