

THE DAILY NOVELLETTE

No Wife for His Son

By HAZEL GRAY WOOD

Captain Barker's heavy fat descended upon the red hibiscus with a bang that rattled the dishes.

"Thunderation, Ned!" he shouted, "You ain't eating no more of that!"

"Good Lord, father," cried Ned in exasperation, "old Gardner's dead. Leave him out of it!"

"Ned, you see, boy," came back his parent, "a girl's what her ancestors have made her. Sol Gardner was the most lowdown, loud-mouthed old fool—"

"Hello, everybody!" said the captain

INCHES FROM The Golden-Plated Rule

By Lillian Poulton Day

Pledge Less Phone Talk

Above is a headline in the paper. Talk of consideration for others!

For we do love to talk. Think of all the talking sex, I know.

Two Minutes of Optimism

By HERMAN J. STICH

How to Get What You Want

THERE is just one way of getting anything worth-while in this world, and that is no secret.

It is work—unceasing work, intelligent work—and subjected to the crucible of time.

It is entirely your own effort that will bring you what you want, and when you have it it will be all the sweeter for having been hardily won.

"Oh, certainly—quite so," said the captain, "he told me all about it."

"And so you know it's Sully!" inquired Mrs. Pinkus.

"Hello, everybody!" said the captain

A Sale of Groceries Such as Was Never Before Attempted in This Country or Any Other!

More Than Eight Million Five Hundred Thousand Dollars' (\$8,500,000.00)

Worth of Strictly High-Grade Fresh Groceries

The entire stock of our four mammoth warehouses, together with the stocks in all our retail stores, will be placed on sale this morning at a big reduction, many items irrespective of cost.

NOW IS YOUR OPPORTUNITY TO FILL UP YOUR PANTRY SHELVES FOR THE WINTER.

Pioneers, leaders always in every movement that will help to ease the table expense of our customers—we are taking the "bull by the horns," in this instance, in an effort to speedily bring about pre-war living conditions.

BIG REDUCTION ALSO IN PRICE OF VICTOR BREAD

In addition to this unheard of sale of groceries, we are cutting the price of Victor Bread—thus placing the entire production of our three big bakeries with a weekly capacity of more than two million loaves as a further daily asset in cutting your table costs.

Read on, and on, and on—don't miss an item—better still, visit our nearest store to your home and prove to your own satisfaction the genuineness of this mammoth Sale.

Best Granulated SUGAR lb 11c

Down Goes the Price of "Victor"—Down to Stay Down



Victor Bread (The Same Big Unmatchable Loaf) cut to 8c

Without any reservations whatever, we say to you, Victor is the Best Bread and the Biggest Value baked today.

15c Asco Cake, cut to pkg 12c

Victor Raisin Bread loaf 12c

Best Rolled Oats lb 5c

Best Pure LARD lb 25c

Calif. Lima Beans lb 12 1/2c

White Corn Meal lb 4c

"Asco" Brand Rolled Oats pkg 10c

Best Soup Beans lb 8c

Sweet Tender Corn can 11c

Nekco SARDINES big can 19c

Best Pure Jellies glass 13c

ACORN Milk can 12 1/2c

Choice Tomatoes medium can 9c

Calif. Seeded Raisins pkg 28c

Very Best Salmon tall 17c

Queen Olives 2 1/2 size 20c 3 1/2 size 29c

Fancy Olives 2 1/2 size 20c 3 1/2 size 29c

Big, Meaty, Selected EGGS doz 64c

Every egg that leaves our Stores is backed up by our ironclad money-back guarantee.

"Asco" No-Waste Sliced BACON pkg 22c

"Asco" DRIED BEEF pkg 15c

Best White Potatoes 1/2 bu 75c

BIG BROOM SPECIAL For This Week Only—Deep Cut in Prices

A Bird's-eye View of Just a Few Items in This Gigantic Sale in a Nutshell

Best Yellow Globe Onions, lb 2 1/2c

SOUR KROUT Big 3-qt. can 20c

Today's Last Year's Price

"Asco" Flour 12-lb BAG 80c

Pure Apple Butter Big can 20c

Best White Potatoes, 1/2 bu. 75c

High-Grade Canned Fruits

A Personal Note to Producers

Soaps—Prices Are Lower

Fancy Calif. Apricots..... can 25c

Mr. Packer, Grower, Canner, Miller, Producers of food stuffs generally, here is your opportunity to unload your merchandise.

els Naptha Soap..... cake 7 1/2c

Calif. Sliced Peaches..... can 28c

Here is your chance to convert it into cash. Make sacrifices! Why certainly! That is just what all must do, and do it cheerfully to help bring about normal conditions.

els White Soap..... cake 7c

Extra Fancy Cherries..... can 28c

Communicate with us at once—our immense chain, spreading out all over four States, offers you an exceptional outlet, and that for cash.

P. & G. Naptha Soap..... cake 7c

Fancy Calif. Peaches..... big can 40c

AMERICAN STORES CO.

Young's Borax Soap..... cake 8c

Extra Fancy Peaches..... big can 45c

Right from the Plantation "Asco" Coffee lb 29c

California "Sunsweet" Prunes 28c cut size to 25c lb

Meat Prices Cut Almost in Half! IN LINE with our big sensational sacrifice sale of more than eight and a half million dollars' worth of groceries, we are making big reductions in all our 176 "Asco" Sanitary Meat Markets.