AT CUPID'S CALL XVII.-"He Frightens Me


## Please Tell Me What to Do



FIFTY-FIFTY

THROUGH A WOMAN'S EYES

THE WOMAN'S EXCHANGE

## Abbotits



Abbotts Alderney Dairies, Inc.

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## Mistect Yourself! Horlick's Malted Milk



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Ask For mouet Horlick's suma Avodidins Imatationt


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$\qquad$ YOU CANNOT FORGIVE
UNLESS YOU FORGET, TOO
Tese Twins Do Not Work Separately-1f You Go
Bother of Using One, Why Not the Other, Also?:
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## Again We Lead the Way!

Another Victory for our
Producer-to-Consumer Plan

## Down Goes the Price

## asco <br> Coffee ${ }^{\text {now }} 25^{c}$

Yesterday we unhesitatingly made this drastic cut in the price of the popular "Asco" same high grade are selling fact that coffees of the and 50 c per lb .

This reduction is made possible only because of our close connections with the coffee producing centres of the world. Whenever conditions permit we are only too glad to give our customers the benefit of every market change. Upon this policy has been built the bond of confidence existing be tween our customers and ourselves, and which has been growing stronger and stronger during the thirty odd years of our business contact with the
public.

Despite this big reduction in price, the quality of Asco Blend remains the same. We will continue to give you
Important!
high-grade coffees from thation of inest coffee plantation the world's delightful aroma and wonderful flavor eputave won for Asco Blend the reputation of being
"the best coffee at any price'

