

MONARCH

Not sold by chain stores



THERE is a double treat in store for you when you buy MONARCH COFFEE. First, the incomparable flavor that comes from blending the choicest coffees of the world produces. Second, the low price which makes it an economy to serve MONARCH regularly.

QUALITY for 70 years

Reid, Murdoch & Co.
Established 1853
Chicago New York
Boston Pittsburgh

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|---------------|---------------------|------------------|--------------|--------------|
| Cocoa | Mayonnaise Dressing | Cling Peaches | Cherries | Honey |
| Tea | 1000 Mixed Dressing | Red Kidney Beans | String Beans | String Beans |
| Sweet Pickles | Pork and Beans | Apples | Apples | Apples |
| Sweet Relish | Peas | Apples | Apples | Apples |
| Catup | Prepared Mustard | Apples | Apples | Apples |
| Chili Sauce | Orange Juice | Apples | Apples | Apples |
| Preserves | Fruit Salad | Apples | Apples | Apples |
| Mince Meat | Pineapple | Apples | Apples | Apples |

A Flashy Bird

"Yes, mum, I know them African parrots. I had one and it used to whistle 'The Village Blacksmith' so beautiful that sparks used to fly from its tail."

Cuticura for Pimply Faces.

To remove pimples and blackheads smear them with Cuticura Ointment. Wash off in five minutes with Cuticura Soap and hot water. Once clear keep your skin clear by using them for lally toilet purposes. Don't fail to include Cuticura Talcum. Advertisement.

Hastening the End

"We'll be friends to the end."
"Lend me ten dollars."
"That's the end."—Bison.

Corrected

A zealous but untrained reformer had obtained permission to speak at the county jail.
"Brothers," he pleaded with them, "lose no time in turning to the pathway of righteousness. Remember we are here today and gone tomorrow."
Gloomy voice from the rear: "I've got eighteen years here yet."

Good health depends upon good digestion. Safeguard your digestion with Wright's In-Plan Vegetable Pills and you safeguard your health. 373 Pearl St., N. Y. Adv.

We Understand

It was a dear old Brookline lady who made the Malapropian remark: "Say what you will, I've tried all my life to live up to my ordeals."—Boston Transcript.



COMMERCE

One-sixth of the time ships save in using the Panama Canal pays their tolls. This is simply a saving in boat operation; the saving in speeding merchandise to markets is an additional gain.

The Panama Canal is a spectacular demonstration of countless similar savings to commerce through viaducts, highways, tunnels and bridges shortening routes and making them safer through Portland Cement.

Atlas is also making homes safer and more permanent. If you plan building, ask your dealer how and where you can be benefited in using "the Standard by which all other makes are measured."

ATLAS PORTLAND CEMENT

DUTCH VASES for flowers and our artistic optic glass vases to beautify your home. Blue, Green, Amethyst, 12 inches high. postpaid \$1.25; 14 inches high, postpaid \$1.50.

CRACKLED ICE TEA SETS

Innovation style, 1 covered Jug, 6 Touraine Tumblers, 6 colored Berry Sippers, postpaid \$5. Special "Narcissus" Presentation Perfume Set, postpaid \$1.50. Write for our free special lists for genuine imported and domestic perfume sets. Money refunded if not satisfactory. AGENTS WANTED.

CHRISTMAS NOVELTY CO., 422 EAST 71ST STREET, NEW YORK, N. Y.

MOSQUITOES



Bee Brand Insect Powder won't stain—or harm anything except insects. Kills Flies, Fleas, Mosquitoes, Ants, Roaches, Water Bugs, Bed Bugs, Moths, Lice on Fowl. Household size, 15c and 35c—other sizes, 70c and \$1.25, pump gun 75c, at your druggist or grocer. Write for free booklet—a complete guide for killing house and garden insects.

McCormick & Co., Baltimore, Md.

Tractors Useful on Wheat Farms

Farmer Is Enabled to Do More Work in Given Time—A Big Advantage.

(Prepared by the United States Department of Agriculture.)

In the opinion of most tractor owners in the winter wheat belt the greatest advantage in owning a tractor is that it enables them to do more work in a given time. Saving horses in hot weather and increased yields are advantages mentioned by others. These facts were brought out in a study recently concluded by the United States Department of Agriculture. The department points out that such factors as these cannot be measured in dollars and cents, but must be considered in determining whether or not a tractor is profitable on any farm. First cost, depreciation, and running expense are considered by some men the greatest disadvantages in the ownership and use of a tractor.

Used for Fall Plowing.

On farms in the winter wheat belt where tractors and horses are owned, the majority of men use their machines for fall plowing, very little spring plowing being done, and for fitting ground after plowing in preparation for seeding. Tractors are used for slightly less than one-half of the drilling and a little more than one-half of the harvesting. Except for very light operations and running large grain separators, many farmers use their outfits for all of their belt work. For cultivating, haying, stacking grain, drawing header wagons, hauling banded grain to the threshing and threshing grain to the bin, and for harvesting row crops, horses are used almost exclusively. On the average the tractors do 40 per cent of all the drawbar work on the farms where they are owned.

Tractor owners in the winter wheat belt say their machines have effected an average yearly reduction per farm in the total amount of hired and family labor for about one and one-half months. These same men are now keeping an average of eight head of work stock—one for each 42 crop acres—where they had 11 head before the tractors were purchased. Many farmers reported that the number of horses could be still further reduced.

The annual cost of power on farms in the winter wheat belt where tractors are owned has been decreasing each year since the peak of 1920. Considered separately, however, the cost of keeping the horses was slightly higher in 1923 than it was in 1922 because of increased feed costs, while the cost of power furnished by tractors was slightly lower in 1923 than in 1922.

Variation in Cost.

There is always a wide variation in the cost of power on individual farms; the total cost of power for drawbar work may be twice as much on some farms as on others of the same size and type. However, with the proper management of tractor and work stock and the judicious choice of sources of power for different operations, there would be a considerable decrease in the cost of power for the year on many farms.

Other interesting facts are contained in Department Bulletin 1202, "Tractors and Horses in the Winter Wheat Belt, Oklahoma, Kansas, Nebraska," by H. R. Tolley and W. R. Humphries, farm power specialists of the department of Agriculture. Copies of this bulletin may be obtained from the United States Department of Agriculture, Washington, D. C., as long as the supply lasts.

Two Methods Given for Killing Johnson Grass

Johnson grass is best eradicated by one of two methods. When there are comparatively few spots of Johnson grass on the farm, plow up these spots in the fall or early spring, and grub out by hand all the root systems possible. For the first two seasons go over these spots every few days grubbing up all roots whose location is indicated by plants. When the farm is badly infested, fence the field hog-tight, plow up in the fall and run hogs on the plowed ground during the winter, allowing them to work the ground for the roots. This method if practiced every few years, while it will not entirely kill out Johnson grass, will keep it down where it will do little or no damage to other growing crops. Where Johnson grass is located in spots on land that cannot be handled as described, then these spots should be covered with straw and left that way for several years.—C. A. Heim, Missouri College of Agriculture.

Obtain Greater Yields From Smaller Acreage

It would seem foolish to have to cultivate five acres of potatoes, row after row of them, to get the same number of bushels that some men get on a single acre, wouldn't it? But that is a frequent occurrence. The fact that a man grows five times as many rows of potatoes does not promise him five times as many bushels each season. Rather plant fewer hills, and put the extra time in manuring and mulching and weeding, and get bigger yields from smaller acreage. Instead of growing the 40 bushels on an acre, with some special care, those 40 bushels are being grown by many farmers on a quarter of an acre. That leaves more garden space, and is nothing else than "good business and good farming."

Marketing Problems Difficult to Solve

Progress in Co-Operation Stimulated by Obstacles.

(Prepared by the United States Department of Agriculture.)

"The farmer cannot solve his marketing problems by individual effort, neither is co-operative marketing a panacea for all the farmer's economic difficulties," declared Lloyd S. Tenny, assistant chief of the bureau of agricultural economics, United States Department of Agriculture, in an address at the annual meeting of the Chamber of Commerce of the United States held at Cleveland.

Discussing co-operative marketing, Mr. Tenny pointed out that the farmer is essentially a manufacturer and is confronted with the same marketing problems as the manufacturer of any other product.

"The farmer has the same right to control and solve these economic questions as have other business men," Mr. Tenny said. "Individual effort cannot solve them and group action is involved. It is not only necessary that the right of the farmer to organize be recognized by law. Congress has recently passed the Capper-Voitstedt act which gives this right to farmers, and most of the individual states have taken similar action. The federal law simply gives producers the privilege of combining to do for themselves what any manufacturing corporation has always had the right to do, namely, to handle in a wholesale way the output of their production plants."

Co-operative marketing among farmers must be considered in the light of and judged by the results accomplished through co-operation. Mr. Tenny pointed out, and then as a proof that co-operative marketing is producing satisfactory results he stated that during the year 1923 a total business amounting to over \$2,200,000,000 was handled in the United States through co-operative associations.

Why Plant Trees

Trees add value to the property. Trees protect the pavement from the hot sun.

Trees cool the air in summer and radiate warmth in winter. Trees furnish homes for thousands of birds that help man in his fight against injurious insects.

Trees furnish homes for many animals that are useful to men for food and clothing.

Trees help man in his fight for better sanitation. Trees help to keep pure air pure for man and the lower animals.

Trees supply a large part of all the fuel in the world.

Trees give us wood, and wood furnishes us with building material, furniture, implements, utensils, tools and other useful things in great variety.

Trees furnish one of the most striking and permanent forms of beauty.

Trees improve the climate and conserve soil and water.

Trees furnish a great variety of miscellaneous, useful products.—Monthly Bulletin of Missouri State Board of Agriculture.

Value of Soy Bean Straw

Soy bean straw which is left after the beans are threshed compares favorably with timothy hay in feeding value. The loss, however, is greater than in the case of the timothy. Soy bean straw contains about three times as much digestible protein as does oat straw. It is not as rich, though, in carbohydrates, so the two feeds compare favorably in the amount of total digestible nutrients. When the two feeds are given, the horses seem to do better on the soy bean straw.

FARM FACTS

When a bird is killed, bugs rejoice.

Co-operative marketing of farm products is another way of answering the Biblical question: "Am I my brother's keeper?"

Before sowing sweet clover you should make some tests for acidity of the soil. Sweet clover must have a sweet soil.

Give the alfalfa a chance. Do not plow it up because it looks thin to start with. It usually starts poorly and may come up.

Don't turn the stock out too soon. The early grass is watery and has a low feeding value, and it is hard on the grass, causing the roots to weaken, injuring the later stand.

Good onion soil is good cabbage soil. Both require the richest soil and the best cultivation in the garden for their best and successful development.

Celery demands rich soil, plenty of moisture and growth must be kept going a top speed for a good crop. If allowed to languish during a drought it is likely to become tough and stringy.



Children Cry for

Fletcher's CASTORIA

MOTHER:—Fletcher's Castoria is a pleasant, harmless Substitute for Castor Oil, Paregoric, Teething Drops and Soothing Syrups, prepared for Infants in arms and Children all ages.

To avoid imitations, always look for the signature of *Charles H. Fletcher* Proven directions on each package. Physicians everywhere recommend it.

Unrighteous indignation seems to be more common than the righteous variety.

Thousands Have Kidney Trouble and Never Suspect It

Applicants for Insurance Should Use Swamp-Root

Judging from reports from druggists who are constantly in direct touch with the public there is one preparation that has been very successful in overcoming these conditions. The mild and healing influence of Dr. Kilmer's Swamp-Root is soon realized. It stands the highest for its remarkable record of success.

An examining physician for one of the prominent Life Insurance Companies, in an interview of the subject, made the astonishing statement that one reason why so many applicants for insurance are rejected is because kidney trouble is so common to the American people, and the large majority of those whose applications are declined do not even suspect that they have the disease. Dr. Kilmer's Swamp-Root is on sale at all drug stores in bottles of two sizes, medium and large.

However, if you wish first to test this great preparation, send ten cents to Dr. Kilmer & Co., Binghamton, N. Y., for a sample bottle. When writing, be sure and mention this paper.—Advertisement.

Feast for Moths

"I got out my last summer's suit yesterday, and while I'm a Christian and a God-fearing man, I'm afraid I made the air blue for several blocks," said the dignified man. "You see I had failed to have the suit cleaned before I put it away, and as I had no wife to do it for me the suit was laid away with all the soil of the summer on it. It was pie for the moths. They ate down the front of the trousers, over the front of the vest, on the coat shoulders, and along the front of the sleeves. They must have had a wonderful winter. Now I've got to go to the tailor and compromise on a suit I fondly believed I wouldn't need. Do you know any new names to apply to moths?"—Detroit News.

Gave Himself Away

Agent—Is the head of the house in? Man—Just a moment. (Calling loudly): Sophie! (No answer.) Yes, what was it you wanted with me?—London Answers.

which its pores are filled with hydrated silica.



PARKER'S HAIR BALSAM Restores Color and Beauty to Gray and Faded Hair. Sells at \$1.00 a Bottle. 150 West Broadway, N. Y.



Baby Loves A Bath With Cuticura Soap. Blend and Soothing to Tender Skins.

Dr. J.D. KELLOGG'S ASTHMA REMEDY

No need to spend restless, sleepless nights. Irritation quickly relieved and rest assured by using the remedy that has helped thousands of sufferers. 25 cents and \$1.00 at druggists. If unable to obtain, write direct to: NORTHROP & LYMAN CO., Inc., Buffalo, New York. Send for free sample.

Elephants Increasing

Persons fond of pets will be delighted to know that the size of the world's elephant tribe is increasing. There was a danger at one time that these animals would be entirely wiped out by the gunners from all over the world who went to Africa for the purpose of getting a shot at some real big game, and incidentally the ivory which they might gather up at the same time.

A few years ago it is said that as many as 70,000 were killed annually, says the Providence Journal. In some localities the slaughter was checked by laws protecting the elephant, but what is said to have been the greatest boon to the big animal was the war, which had the effect of keeping the so-called sportsmen away from their haunts.

The world's supply of real ivory at present is said to be 250 tons annually.

Plane Flies Over Andes

A Danish aviator in an American plane flew over the Andes with a passenger, the first time the feat was ever accomplished.

If a woman desires an early reply to a letter she should never give it to her husband to mail.

Life gives you just 13 years of real health—and happiness

Average Health Span extends only from age 18 to age 31, according to United States Life Tables, 1920

Assuming that you are the average person, you will enjoy health—physical freedom and full vigor—only from age 18 to 31. This astounding fact is shown by the United States Life Tables, 1920.

Your earning power will decrease rapidly after 40. That period commonly called "the prime of life" will actually be an age of decay.

This sounds sensational. It is sensational. But it is true—and it is something to which the wise man or woman will give serious thought.

Of course, it is not natural, or right. It is the direct result of an artificial mode of life—of careless eating, sleeplessness, and stimulated nerves. Nature provides a danger signal—fatigue—to warn when the body needs rest. The person who regularly deadens the fatigue signal by the use of a drug is overriding the warning of nature.

That is what coffee does. The average cup of coffee contains 1 1/2 to 3 grains of the drug caffeine—classified as a poison. This is a dose of caffeine of the size often administered by physicians in cases of heart failure. It is a powerful stimulant. It appears to give new strength by deadening the fatigue signal. Actually, this new strength is robbed from the body's own reserve.

Coffee contains no nourishment. Its only virtues, as a beverage, are its warmth and flavor. A good, hot, drugless drink is a benefit with every meal.

Millions enjoy such a drink in Postum. A drink made of whole wheat and bran, skillfully roasted, with a little sweetening—nothing more. A

drink with the rich, mellow, full-bodied flavor of this wholesome grain. Every member of the family can drink it every meal of the day, enjoy its deliciousness, crave it, knowing there isn't a sleepless hour, a headache, or a taut nerve in it.

For the sake of your years following age 31, we want you to try Postum for thirty days. You can't expect to overcome the effects of a habit of years in two or three days, or even a week. To make this a sporting proposition, we will give you a week's supply of Postum free. Enough for a cup with every meal for a week. But we want you to carry on for the full thirty days.

Carrie Blanchard, who has personally served Postum to over 500,000 people, will send you her own directions for preparing it. Indicate whether you want Instant Postum, the easiest drink in the world to prepare, or Postum Cereal, the kind you boil. Either form costs less than most other hot drinks. Fill out the coupon, and get your first week's free supply of Postum—now!

TEAR THIS OUT—MAIL IT NOW

POSTUM CEREAL CO., Inc., Battle Creek, Mich.
I want to make a thirty-day test of Postum. Please send me, without cost or obligation, one week's supply of
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POSTUM CEREAL . . . I pay for it
Name _____
Address _____
City _____
State _____
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