

- Read this list of 40 MONARCH FAVORITES
- Cocoa
 - Tea
 - Sweet Pickles
 - Sweet Relish
 - Catsup
 - Chili Sauce
 - Preserves
 - Mince Meat
 - Mayonnaise
 - Dressing
 - 1000 Island Dressing
 - Pork and Beans
 - Peanut Butter
 - Prepared Mustard
 - Grape Juice
 - Fruit Salad
 - Pineapple
 - Cling Peaches
 - Sliced Peaches
 - Apricots
 - Pears
 - Loganberries
 - Red Raspberries
 - Strawberries
 - Blackberries
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 - Corn
 - Tomatoes
 - Peas
 - Hominy
 - Pumpkin
 - Stringless Beans
 - Sweet Potatoes
 - Sauer Kraut
 - Spinach
 - Salmon
 - Milk
- Compare the whole bean
- Know the truth about Coffee
- REID, MURDOCH & CO. CHICAGO BOSTON NEW YORK PITTSBURGH
- Established 1853
- REID, MURDOCH & CO.'S food products are sold only by the Regular Retail Grocer who owns and operates his own store. We never sell to Chain Stores.
- QUALITY



QUALITY for 70 years

High quality and low price have made Monarch America's Favorite Coffee. Try Monarch today. Your grocer can supply you.

REID, MURDOCH & CO.
Manufacturers and Importers
Established 1853
Chicago Boston New York Pittsburgh

Reid, Murdoch & Co.'s food products are sold only by the Regular Retail Grocer who owns and operates his own store. We never sell to Chain Stores.

POINTS ON KEEPING WELL
Dr. Frederick R. Green,
Editor of "Health."

KEEPING YOUR HAIR ON

BALDNESS is one of the penalties we pay for being civilized. Savages and primitive people have an abundance of hair. The more highly civilized we become, the less hair we have. Why nature will not stand for growth inside the skull without reducing the crop outside, we do not know, but we do know that the higher we go in the social and intellectual scale the more bald heads there are.

There are several kinds of baldness. One is the form which comes after severe and long-continued illness, usually after high fever. Often, after such illnesses, the hair is cut short or the head is shaved, the idea being that, in some way, this stimulates the growth of the hair. This has no effect. In most cases of baldness following fever, the hair grows out again in a few months.

Another form of baldness is that which occurs in spots. No one knows what is the cause. Sometimes the spots remain permanently bald. Sometimes the hair grows again.

But the commonest form of baldness is that which occurs generally in early middle life.

What causes baldness? No one knows. If any one could find out how, as the hair restorers claim, "to make hair grow on the balded head," he would soon be paying the same income tax as John D. Rockefeller or Henry Ford. Modern hats, especially the hard-rimmed, close-fitting derby, have been held responsible.

No one wants to be bald. We would all like to keep our hair as long and as thick as it was in our boyhood days. So we naturally look for a remedy when the hair begins to get thin.

And the remedies are legion. Singeing the hair was long popular, the explanation being that, when the hair was cut, it "bled" from the cut ends and that singeing the ends closed the pores or blood vessels. But hair has neither pores nor blood vessels. Hair tonics and scalp foods galore are sold to hopeful victims. Mange cures and dandruff cures are found in every drug store. Electric massage has long been popular. But baldness goes right on increasing. Elaborate "vacuum treatment" machines have been constructed. But the bald-headed man is still a favorite subject for jokes. Will Rogers, the genial comedian of the Follies, says, in one of his rope-twirling, gum-chewing monologues, that the finest specimen of optimism he has ever seen is a man buying a bottle of hair tonic from a bald-headed barber.

A shrewd old doctor once said that in any disease for which there were a thousand remedies it was probable that none of them was of any value. This is true of baldness. Perhaps, in the early stages, stimulating treatment may be of some value. Wear hats as little as possible, and then only soft ones. Possibly you may stop the advance of baldness and keep what hair you have.

But, if you are really one of the bald-headed brotherhood, save your money. You were born bare-footed and you'll die bald-headed.

ALONG LIFE'S TRAIL
By THOMAS A. CLARK,
Dean of Men, University of Illinois,
(©, 1924, Western Newspaper Union.)

ETIQUETTE

WHY do you not write a handbook of etiquette? Sir Phineas Pigeon asked me last evening as I was dining with him at his lodging place. The question flattered me coming as it did from such a discriminating and talented writer, and, besides, there was upon me the urge of many experiences. I recognized at once the need of such a work though I was uncertain as to the demand.

Only that morning as I was strolling in a leisurely and unobtrusive way to my office, I had been pushed into the mud by a group of frizzled-headed young women who occupied the whole breadth of sidewalk as they sloshed giggling down the street. When I uttered an involuntary word of protest, they gave me an insolent look.

A young boob, whose name I did not know, accosted me as "Tommy" as he rushed by me—a salutation not wholly conventional and one which I have been wont to reserve for acquaintances of a somewhat more intimate character.

Being of a logical turn of mind, I began at once to organize my material, to select specific illustrations, and to decide upon the topics to be discussed. I should of course have to say something upon the use of the telephone in social intercourse, of the increasing habit of smoking in the presence of ladies—or gentlemen—of the proper lighting of dance halls, of the eliminating or ignoring of the chaperon. The local custom prevalent among newly engaged couples, and followed somewhat by those who contemplate such a relationship, of the young man's clinging persistently and tenaciously to the young woman whenever they appear upon the street, I should devote a chapter to. Attention given to the teeth, or the nails, or the complexion upon the street or in public gatherings will need to be discussed. How properly to wear the galosh should be definitely settled. A score of pertinent topics rush into my mind in quick succession, so that I feel confident that there will be no dearth of material when the volume is under way.

It will not be out of place, I am sure, in such a work to say something in defense of conventionality, of respect for authority and for the rights and feelings of others, of courtesy and kindness of heart, for some of these things are at the very foundation of the regulations which are supposed to control our social relations. There is a wide field for such a work, I can see.

NERVOUS & HALF-SICK WOMEN
Relieved by taking Lydia E. Pinkham's Vegetable Compound

These Three Letters Prove It

Lowell, Mass.—"I am sending you a few lines to let you know what good your medicine has done for me. I want you to let every one know that it has helped me in nervous troubles. I have four children and you know there is a lot to do where children are. They would come in from school and they would start telling me about their little troubles but I could not stand it. I had to send them away. I could not even walk on the street alone I was so nervous. I found one of your books and read it and then I saw in the paper about Lydia E. Pinkham's Vegetable Compound. I got it and had taken one bottle when I saw a change in myself. I was surprised. The children can talk all they want to now and it does not bother me. I am still taking the Vegetable Compound."—Mrs. JOSEPH LEMERE, 24 South Street, Lowell, Mass.

Felt Like A New Woman
Springfield, Missouri.—"For four or five months I was run-down, nervous, my back ached and I did not feel like doing a thing. Sometimes my legs ached and felt like they would break and I had a hurting in my sides. I had been reading in the newspapers the letters of other women who had taken Lydia E. Pinkham's Vegetable Compound and the advertising of it appealed to me so I bought some and saw results in a few days. I had hardly been able to do my own work and after taking the Vegetable Compound I felt like a new woman. I recommend it to my friends who have troubles like I did, and hope they will find the same results."—Mrs. M. CARPENTER, 607 W. Chase Street, Springfield, Missouri.

40 Years Old, Feels Like 20
Hagerstown, Md.—"I was very bad off with backache, a bearing-down feeling in my body and a pain in my left side. I could not be on my feet at times and once I was so bad I walked bent over to one side for three weeks. My sister read of Lydia E. Pinkham's Vegetable Compound and got me a bottle. I got so much relief that I took more until I was well. I am 40 years old and feel like 20. I am sure this medicine will help all women."—Mrs. MARY E. SANDY, 436 W. Franklin Street, Hagerstown, Md.

Over 100,000 women have so far replied to our question, "Have you received benefit from taking Lydia E. Pinkham's Vegetable Compound?" 98 per cent of these replies are "Yes."

That means that 98 out of every 100 women who take this medicine for the ailments for which it is recommended are benefited by it.

All druggists are having increased sales of this medicine.

USKIDE—The Wonder Sole for Wear

NO job is too tough for USKIDE! Tramping, scuffing, grinding all day long—ordinary soles won't stand it.

But USKIDE will. USKIDE—the wonder sole for wear. Wears twice as long as best leather. Holds shoes in shape and protects the uppers.

USKIDE Soles are always comfortable—and absolutely waterproof. Protect against wet, clammy feet—a great health sole. USKIDE protects against slipping, even on dry grass.

Thousands of hard workers and hard walkers everywhere are cutting their shoe bills way down with this marvelous soiling material.

Tell your repairman you want your shoes soled with USKIDE. Look for the name on the sole—it's there for your protection.

Buy new shoes soled with USKIDE. You'll get more wear: for your money.

United States Rubber Company

And—for a Better Heel to Walk On!

A fit companion for USKIDE is the "U. S." Spring-Step Heel. Made of the new Sprayed Rubber—the purest, toughest and most uniform rubber ever known. Get onto a pair of "U. S." Spring-Step Rubber Heels right away!

USKIDE Soles

MORE SLEEP FOR SCHOOL CHILDREN

BEN FRANKLIN wrote his Poor Richard's Almanac over one hundred and fifty years ago. One of the most frequently quoted sayings in it was the one about "early to bed and early to rise." How many people this advice has made wealthy and wise, no one can tell. Certainly every one who has gone to bed early has been made healthier thereby. It used to be no hardship for the boy or girl to go to bed. There wasn't anything else to do. But now the movies and the radio are a strong temptation, especially for school children.

In Sioux City, Iowa, the teachers found that the children were not getting enough sleep, so they started a "more sleep" campaign. They arranged to have the school physician and the superintendent talk to the parents on the need of more sleep for the children and the effect of too little sleep on the health, growth and school work of the children. A pledge was drawn up in which parents agreed to have their children in bed not later than 8:30 for grade pupils and nine o'clock for junior high pupils, five nights a week during the school year.

A house-to-house canvass was made; the superintendent offered a prize to the school which would secure the highest percentage of parents' signatures. Celluloid buttons, showing a clock face with the hands pointing to 8:30, were given to the children whose parents had signed the early-to-bed pledge.

Awful lot of bother, you say, to get children to go to bed early. Very true, but it is apparently necessary to make a game out of anything you want children to do. But the method didn't matter. It's the results that count. What were the results in Sioux City? Healthier and more alert children, better lessons at school, better-natured children at home.

The growing child needs plenty of sleep. The child that stays up half the night is tired, cross and dull the next day. See that your child gets plenty of sleep every night.

THE DRY GOODS CLERK

EACH of us cherishes a secret ambition, I have no doubt. Our hired man, who never succeeded in writing a complete sentence, and who would not have recognized a joke if he had met one face to face, confessed to me once that he'd "like to run one of them funny coles in a daily newspaper," and Fenton, my neighbor who weighs 300 pounds and has never been able to learn how to navigate a Ford, admitted that he'd like best of all to be an aviator.

As for myself, perfect bliss has always seemed to me incarnate in the young fellow who sold things in a dry goods and gent's furnishing store. If I could ever have helped out with the Christmas trade at Gulick's who ran such an emporium in our village, I should have been content, and asked for nothing in my Christmas stocking. But such joy has always been denied me.

Herb Weston had charge of the "gents' furnishings" in the store, and he was to me the last word in sartorial perfection, and the object of my secret envy. He was plump and impressive of physique, and his clothes were without a wrinkle. He was considered the social dictator of the village. He affected spats and a cut-away coat buttoned over a gloriously brocaded vest. His socks were radiant; but the crowning feature of his attire was a large pearl pin stuck at a rakish angle through his cravat. It seemed to my boyish eyes priceless and unattainable. I have since, in Rome, bought a handful of similar jewels for three lire.

Young girls adored Herb; young men envied him. He had such self-possession, such assurance, such perfection of appearance and such opulence. His salary, I was told, was \$40 a month! It seemed incredible.

I was too much of a yokel for him to give me a thought. I came from the farm and my clothes were common and ill-fitting. He laughed at the one day as he saw me mounting Moses, our old gray horse, who was covered with mud from rolling in the street while I had been making some purchases in the store.

His cynical smile chilled me. That was the end of my ambition. I realized with a sad heart that it was far too high for my attainment and future events have proved that I was right. I have had to be contented with a humbler lot.

SWAMP-ROOT FOR KIDNEY AILMENTS

There is only one medicine that really stands out pre-eminent as a medicine for curable ailments of the kidneys, liver and bladder.

Dr. Kilmer's Swamp-Root stands the highest for the reason that it has proven to be just the remedy needed in thousands upon thousands of distressing cases. Swamp-Root makes friends quickly because its mild and immediate effect is soon realized in most cases. It is a gentle, healing vegetable compound.

Start treatment at once. Sold 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.

A man never knows what he can do until he tries, then he is often sorry he tried.

To Have a Clear, Sweet Skin
Touch pimples, redness, roughness or itching, if any, with Cuticura Ointment, then bathe with Cuticura Soap and hot water. Rinse, dry gently and dust on a little Cuticura Talcum to leave a fascinating fragrance on skin. Everywhere 25c each.—Advertisement.

Happiness is like your shadow; you can't get any nearer to it by chasing it.

A torpid liver prevents proper food assimilation. Wright's Indian Vegetable Pills tone up the liver. They act gently but surely. 372 Pearl St., New York. Adv.

Those who resent criticism are driving with the brakes set.

Spohn's Distemper Compound

to break it up and get them back in condition. Thirty years' use has made "SPOHN'S" indispensable in treating Coughs and Colds, Influenza and Distemper with their resulting complications of the throat, nose and lungs. Acts marvelously as preventive; acts equally well as cure. 60 cents and \$1.50 per bottle. Sold at all drug stores. SPOHN MEDICAL COMPANY, GOSHEN, INDIANA

Vaseline
PETROLEUM JELLY

ASTHMA
TREATMENT sent you suffering by mail on trial. If it cures send \$1.00. If not, don't. Write below: W. K. STEWART, 502 Ohio Ave., St. Louis, Mo.

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Earn as you learn. Needed in every city, town and village. Big money starts at once. Employers learn to protect your employer and gain rapid advancement. No experience needed; no age limit; male or female. Write for full information. FENNA, DETECTIVE COLLEGE, Denckla Bldg., Philadelphia, Penna.

Buy Concord Yarns
direct from manufacturer at a big saving. Spun from long combed wool. Write for free samples. Many beautiful shades and heavier mixtures. 50c per 4-oz. skein; \$1.50 per lb. Postage paid on all orders. CONCORD WOOL-SPINNING MILLS, Dept. 479, West Concord, N. H.

Constipation is the arch-enemy of Health

BEECHAM'S PILLS

Conquer the enemy of constipation and you rout a whole army of physical foes, including indigestion, biliousness, sick headache, sleeplessness and nervous dyspepsia. Beecham's Pills have been a worldwide favorite laxative for over 80 years. They go straight to the cause of many ills and remove it. They act promptly, pleasantly and surely. Purely vegetable, harmless, non-habit-forming. These time-tested pills strengthen the stomach, stimulate the liver and

RELIEVE Constipation!

At All Druggists—40 Pills—25c 60 Pills—50c

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Hoaxing, Wrestling, Jim-Jitan—Complete illustrated booklet, postpaid \$1. Free circular. Herb Waddell, Champion Wrestler and Self-Defense Expert, 187 Gearing, Pittsburgh, Pa.

If You Have Enlarged or Diseased Testicles, avoid operation by the use of Tonsol. Guaranteed to cure or money refunded. Write for testimonials and descriptive circular to E. J. McCann, 383 Charles St., Elmira, N. Y.

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You may waste materials costing much more by using baking powder of unknown reputation. Buy Davis—you get no premiums but the full value in the baking powder

Bake it BEST with

DAVIS BAKING POWDER

Many Flavors of Honey

The entomology department of the University of Missouri discovered 43 distinct flavors of honey within the state. A few hives produced a honey of an onion flavor, which the bees had secured from the blossoms of a large patch of perennial onions. This honey was white like clover honey.

Buy Concord Yarns
direct from manufacturer at a big saving. Spun from long combed wool. Write for free samples. Many beautiful shades and heavier mixtures. 50c per 4-oz. skein; \$1.50 per lb. Postage paid on all orders. CONCORD WOOL-SPINNING MILLS, Dept. 479, West Concord, N. H.