



"Jack Spratt could eat no fat
His wife could eat no lean"
—
so Mrs. Peanut Butter
Wendie Peanut Butter
sandwiches and Mon-
arch Cocoa. "It's a real
feast," said Jack.



Every genuine Monarch package bears the Lion
Head, the oldest trademark in the United States
covering a complete line of the world's finest food
products—Coffee, Tea, Cocoa, Catsup, Pickles,
Peanut Butter, Canned Fruits and Vegetables,
and other superior table specialties.

MONARCH Quality for 70 Years

Monarch is the only nationally advertised brand of
QUALITY FOOD PRODUCTS sold exclusively through the
man who owns and operates their own stores.
REID, MURDOCH & CO.
Established 1853
Chicago Pittsburgh Boston New York
Jacksonville Tampa Los Angeles

BUSINESS PLACES FOR SALE

Located in good Penn. cities and investigated
by our appraisers.
HOTEL-RESTAURANT-REAL ESTATE
main Allentown highway; no competition;
22 rooms; big money maker; same owner
18 yrs.; sickness forces sale. Price \$25,000.
File 1749.

FLOUR-GRAIN MILL
with property; Est. 30 yrs.; Receipts \$25-
300 Yr.; profits \$4,000 Yr.; 4 story brick
bldg.; 15 room house; 10 acres grazing;
water power. Large barn. Price \$25,000.
terms. File 1144.

DRUG STORE
Present owner 40 yrs.; now retiring; cor.
loc.; United Clear Agency; best loc. in
city; Rent \$200; Receipts \$20,000 Yr.; can be
doubled by another man. Price \$12,750. File
918.

ROAD HOUSE-GAS STATION
One of the finest places on main Harris-
burg highway; employs 20 people in sea-
son; most equipped; Banquet Hall booked
solid; college bus; gas pumps; Profits
\$1,000 month. Price \$10,000. File 2135.

POOL ROOM
Cigars, lunches, 5 good pool tables, very fine
furniture; profits \$40 day; from club rooms.
Estates. Price \$10,000. File 2113.

SPRING WORKS
with property; Est. 24 yrs.; bldg. 45
x48. Elevator; wonderful place for Paint
shop. Price \$22,000. File 1942.

WALL PAPER-PAINT STORE
no competition; Receipts \$25,000 Yr.; est.
23 yrs.; owner retiring. Price including
property, \$21,500. File 2748.

WELDING-SPRING BUS.
Rent \$20; receipts \$8,500 Yr.; profits 50%.
Bargain Price \$2,500. File 1957.

THE APPROPRIATE COMPANY
Detroit, Mich. Office, Transportation Bldg.
Pittsburgh, Suite 705 Fifth Ave., Arcadia,
Philadelphia 402 United Bldg.
New York - 1476 Broadway, Suite 712.

\$1.50 PURCHASES A 24-INCH INDESTRUCTIBLE
PEARL NECKLACE, silver clasp. Money
refunded if not satisfied. Try-Most Company,
175 Chelsea St., Everett, Mass.

Ladies—Sell Vanilla in spare time. 11 an
hour easily made by new selling plan. No
money required. Sample and particulars free.
KOLLER-SEITZ CO., Glen Rock, Pa.

LIGHTNING ROD AGENTS, Best Copper
System Manufactured; Installed without nails
or screws; Get dealers price list. BUTLER
WIRE CO., 226 S. McKean, Butler, Penn.

Variety of Meanings Traceable to "Stuff"

The word stuff is probably from the
Latin "stippa," meaning tow or okum.
Used as a noun, stuff has a variety of
meanings, all more or less related.
For example, it means the material
which is to be worked up in any pro-
cess of manufacture. It also means
especially woven material, cloth not
made into garments, fabric; or the
meaning is restricted to textile made
entirely of worsted. Another meaning
is refuse or worthless matter, or unor-
ganized language, nonsense. The word
has a special meaning in nautical
affairs. Here stuff is the name given
to a melted mass of turpentine and
tallow with which are smeared the
masts, sides, and bottom of a ship.

Small-Talker

"Would you call Mrs. Chatters a
good talker?"
"No. Good talkers get their tongues
and their brains to collaborate."



**I am a
meddling
moth!**

I should be killed!
Bee Brand Powder or
Liquid kills Flies, Fleas,
Mosquitoes, Roaches,
Ants, Water Bugs, Bed
Bugs, Moths, Crickets,
Poultry Lice and many
other insects.

Powder Liquid
10c and 25c 50c and 75c
50c and \$1.00 \$1.25
30c Spray Gun .35c
Write for free booklet on
killing house and garden
insects.
McCormick & Co.
Baltimore, Md.

**Bee
Brand
INSECT
POWDER
OR
LIQUID**

Lace Is Popular; Waistline Higher

All Shades of Blue Fea-
tured; Points of Interest
in Spring Fashions.

"Now is the time when fashion
breaks into print," comments the style
forecast of Fashionable Dress Maga-
zine, which also calls attention to the
popularity of lace, the featuring of all
shades of blue, and the rising waist-
line. In an article herein summarized.
Printed frocks, coats, blouses, para-
sols and innumerable handbags appear
this spring, according to this article.
Many dresses in solid colors adopt
prints for trimming in the vestee, ties,
sash, or jabot. Prints combined with
plain cloth are also popular in the
complete costumes in the role of the
sleeveless underdress, the blouse or
the underbodice of a bolero.

"With prints restricted more or less
to daytime wear, laces have chances
galore to shine in the evening," an-
nounces the magazine, in commenting
on the use of crepe lace for dresses
notably in black, but also in colors.
Lace for trimming, in addition to its
popularity with chiffon in dance and
dinner dresses, becomes more and
more important as a decoration for
day wear. Cream lace is very suc-
cessful on black faille or satin. Be-
sides the cream lace forming yokes,
sleeve puffs, cuff and tie ends on black
and navy blue dresses, laces are used
considerably on rose and green dresses,
in these lighter shades frequently being
dyed to match.

Waistlines are rising, and are usu-
ally defined by wide or narrow belts,
tie sashes, or crush girdles. "The
double waistline," remarks the writer,
"effects an artful compromise with two
belts, one placed at normal and the
other several inches lower down." This
treatment is even used on soft
evening dresses.

The bertha collar is again in favor
with the round neck and modified
bateau outline. A chiffon dinner and
dance frock with this collar finishing
at the shoulder in drapery like a jabot,
caught with a two-tone chiffon flower,
and a tiered skirt terminating in
drapery to match the bertha, is also
described.

Fabric flowers for the shoulder fre-
quently appear, often combining both
materials of the ensemble in the
boutonnieres.

"Blue in all shades is probably the
leading spring color," concludes the
article, "with greens not far behind,
and rose of the bois de rose family
very pronounced. Orange is a new
shade for evening, in dress and wrap,
and turquoise is an evening blue that
already shows signs of assuming sports
importance."

Bows on Spring Frock in Keeping With Mode



Yola d'Avril, motion picture actress,
in a scene from "Orchids and Ermine,"
is seen wearing a smart beige geor-
gette frock possessing many interest-
ing features of the spring mode. The
skirt is ornamented with pointed tabs
of the georgette, while the blouse is
made important by the artistic placing
of a bow on one shoulder, one long
tab in front and one hanging behind.

Culotte Skirt Is Name of New Trouser Costume

Almost every dressmaker of impor-
tance in Paris shows at least one
trouser-skirt dress in summer collec-
tions.

Culotte skirts is the name the
French prefer for the latest attempt at
trousers for women. The trouser
skirt is disguised by an inverted box
plait in the front which only discloses
the true nature of the skirt when its
wearer is in brisk motion.

One of Jenny's trouser-skirt dresses
is black rep with a white georgette
vest embroidered in black. There are
black faille revers and high pointed
cuffs of white on this most unmascu-
line trouser dress.

Black Silk Crepe Used for an Afternoon Dress



Here is shown a striking frock of
black silk crepe, a popular Paris style
for afternoon wear.

Spring Fashion Hints of Interest to Milady

Detail means as much in today's
dresses as does line. The right sil-
houette is not quite enough. There
must be plaits and tucks or geometri-
cal seams or rows of stitching or bows
placed at strategic points to prove
that a dress is entirely up-to-date,
says the Woman's Home Companion.

In the clothes scheme of the chic
Parisienne, colors may come and
colors may go, but black and white is
a combination that holds its own, sea-
son after season. White is a particu-
larly outstanding note this spring,
and white with black is much favored
for street costumes. With such a color
contrast there is usually an additional
difference of weaves and lusters.

Spring is at hand, and still the felt
hat flourishes. In its new version the
crown is a bit lower and the felt more
pliable, affording opportunity for more
folds and plaits.

Dress fashions are especially femi-
nine this spring, and there is nothing
more feminine than ruffles, which are
back again in full force.

Soft materials, handled in a simple
way, are flattering to any figure. For
the mature woman who needs a little
straightening out and covering up,
they are especially recommended. A
certain amount of fullness, if only in
the form of plaits, is demanded by the
use of soft materials, and the older
woman must have long lines.

Beige and fawn shades lead the list
of colors for suits and suiting fabrics.
Then comes light gray, followed by a
shade of blue called larkspur, a pastel
tone inclining a bit toward mauve.
There are also Naples, a rich blue be-
tween royal and lapis, and rubric, a
deep burgundy red.

The repetition of the same set of
colors in different parts of a costume
and in slightly different mediums is
a current feature. When three or
four-piece tweed suits introduce knit-
ted fabrics as part of their make-up
these knitted goods are made up from
the very same yarns as those used in
weaving the tweed. The result is that
the knitted goods match the tweeds in
color and weight, although they differ
considerably in texture.

Sweaters Also Worn With Tailored Suits

It is interesting to see how popular
the sweater is this season for wear
with all sorts of tailored suits. The
softer, thinner sweaters are the ones,
and they are seen as much with the
serge and twill suits as they are with
those made from tweeds. They help
to make a suit wearable for this pre-
sent season because they add just so
much to its warmth. And besides they
are good looking from the standpoint
of modern style.

Many girls are deciding to follow
the French style and wear with their
black or blue tailored suit coats, skirts
that are of some contrasting color.
These skirts are often plaited and can
be of grayish or tan tweed mixtures
or of flat tan or gray flannel or suede
materials. The black and white
checked skirts are very good and large-
er plaids of blue or black and white,
made in wrap-around styles are ex-
tremely good looking.

A skirt of contrasting material in
the above mentioned manner does help
most materially to lengthen the life
of a suit and to make it a different
looking affair from day to day. A
coat always has a longer life than
a skirt, and the plan of having two
skirts has its most practical angles.

Blouses, when blouses are worn, are
simple in style, the one with the
square neck of hemstitching being by
all odds the most popular. It is a
blouse designed by Vionnet some sea-
sons past, and it has kept a hold on
fashion in a most persistent way.

Black and Pink Mules

Boudoir mules may be decorative
as well as useful, as one may see by
looking at the smartest mules of
black velvet, lined with pink satin
and trimmed with silver motifs.

Community Building

Experiment in Cities in New South Wales

Following the example of the United
States in setting aside the District of
Columbia, the Australian parliament
carved out of the state of New South
Wales a federal district 1,000 miles
square which is to be governed by a
commission. There is one important
difference between the District of
Columbia and the District of Can-
berra. In the latter there can be no
freeholding of property. The commis-
sion leases land to private individuals,
but does not sell it. In this way it is
enabled to keep its hand on the devel-
opment of the property.

And this is where the city planner
receives his boon. He is able to say
that this part of the city shall be an
industrial district, and it is an indus-
trial district; he says that another
section shall be a fine residence dis-
trict, and it is that way. Another
area he designates as a district for
moderate priced homes. And so on.
He zones the city, and nothing can be
put into the respective zones that is
not authorized, and which is not com-
patible with the surroundings.

Canberra is now in the process of
construction. During the next quar-
ter of a century it is expected to be-
come one of the greatest cities in Aus-
tralia. City planners throughout the
world will watch the experiment of
this creating what might be termed a
custom-made city, and will learn much
from this great enterprise, the first of
its kind in modern times.

"Neglect Tax" Heavy Burden on Property

The neglect tax is the biggest single
destroyer of our wealth. The nation's
big bill, losses caused by insect pests,
is about \$1,300,000,000 a year. We
hear much of the boll weevil, Japanese
beetle and corn borer, and the govern-
ment spends large sums to help farm-
ers combat these pests. Yet we hear
little of neglect losses, which are
greater than insect losses. Insects
destroy potential wealth. Neglect de-
stroys invested capital and reduces the
interest earned by money invested in
property.

"The neglect tax is more than dou-
ble the fire loss, about which so much
is written. This matter of deprecia-
tion is not given the dramatic at-
tention which is accorded the fire loss
because its slow accumulation leads
people to overlook it.

Neglect taxes reach \$1,410,000,000 a
year. Of our standing property worth
approximately \$101,400,000,000, only
about 30 per cent is adequately pro-
tected, the balance is deteriorating at
the rate of about 2 per cent a year.

Planning for Own Home

If a certain family pays a sixth
of its income for rent, it may be
able to devote one-fourth or more to
buying and maintaining a house, for
the amount thus used may include
both rent and savings. Rent, or pay-
ments on a home, may require any-
where from one-eighth to one-third
of the family income, depending on
the special circumstances in each
case. In addition to interest payments
and installments on the principal of
a loan, allowance must be made for
renewals and repairs, taxes, special
assessments, insurance, water tax and
various accessories and improve-
ments. Families accustomed to living
in apartments sometimes fail to al-
low for the cost of fuel for heating
purposes.

Lighting Country Roads

Country road lighting is getting a
tryout in this country. A nine-mile
section of the highway between Can-
andigua and East Bloomfield, N. Y.,
for the past three months has been
illuminated by electric lamps at in-
tervals of 200 and 250 feet. Auto-
mobile clubs, chambers of commerce,
local granges and other such organiza-
tions are backing the plan because
drivers see their routes so much more
readily and because pedestrians get
much more protection along a high-
way.

Home Owner's Advantage

The family owning a comfortable,
attractive home has twice as much
standing in the community as one that
merely rents. A property owner has
much greater eligibility for public of-
fice and for positions of honor; busi-
ness positions are two to one in favor
of the man who owns his home. May-
be you have never thought of it, but
one of the first questions a business
man asks when considering a man for
a responsible position is, "What sort
of a chap is he; does he own a home?"

Consider Neighbors

While a family may think that it
would like to live close to relatives
and friends, this factor should not be
given too much weight. Nevertheless,
the general type of people living in
the neighborhood is important, espe-
cially if there are children in the fam-
ily, who should be brought up in the
right kind of surroundings.

Town Improvement

Don't forget to beautify Tusculum
by taking care of your own premises,
and don't forget that now is the time
to start—Tusculum (Ala.) Times.

LOW RATES

for time payments on these cars

ANY FAMILY entitled to credit may buy a
General Motors car and pay for it while
using it, under the GMAC Plan.

When time payments first became an accepted
form of car purchase, General Motors organized its
own finance company, the General Motors Accep-
tance Corporation, to make sure that the sale of its
cars on time would be in the buyer's interest and
that the finance charges would be fair.

GMAC rates have always been low; and the last
reduction has saved General Motors' customers
more than \$12,000,000.

The General Motors line includes "a car for every
purse and purpose"—a suitable model for every in-
come. You can buy it out of income, paying no more
than the cash delivered price, plus only the low
GMAC financing charge. And the whole transac-
tion is so conducted as to keep your goodwill and
satisfaction.

CLIP THE COUPON

USE THE GMAC PLAN to enjoy a new car now.
Use it to get a better car for what you plan
to spend. Have General Motors quality. Share in
the economies of volume production. Look over
the list of General Motors cars below. See which
car suits your purse. Then check and mail the coupon.
We will send you full information about that car
and about the fair, low-cost GMAC Plan of paying
for it out of income. Don't wait. Clip the coupon
and mail it TODAY.

GENERAL MOTORS

CLIP THE COUPON

General Motors (Dept. A), Detroit, Mich.
PLEASE send, without any obligation to me, illustrated litera-
ture about the General Motors product I have marked below
—together with the name of the nearest dealer in case I may
wish a demonstration. ALSO SEND YOUR PROVING GROUND BOOK.

Name _____
Address _____

CHEVROLET 7 models—\$525 to \$745
 The quality car of the low-priced field. 3-speed transmis-
sion. Strong rear axle. Smooth dry-disc clutch. Over-head
valve engine. Fisher Bodies. Duco finish. Fully equipped.
CHEVROLET TRUCK CHASSIS: 1/2-ton, \$395; 1-ton, \$495.

PONTIAC 5 models—\$775 to \$975
 A low-priced "six" which is a quality product in appear-
ance and construction. Value proved by unprecedented
sale. Has largest 6-cylinder engine in its price class.
Beautiful lines. Fisher Bodies. Duco finish. All conveniences.

OLDSMOBILE 11 models—\$875 to \$1190
 A fine car at moderate cost. Gratifies your finer taste; satis-
fies every need. Beautiful Fisher Bodies. Duco finish.
Powerful 6-cylinder engine. Harmonic balancer and other
new improvements. 4-wheel brakes. And a wide choice of models.

OAKLAND 7 models—\$1095 to \$1295
 Winning and holding goodwill everywhere because of its
superior performance. Fisher Bodies. Duco finish. Rubber
silenced chassis. 4-wheel brakes. A "six" whose quality is
doubly assured as a product of General Motors.

BUICK 18 models—\$1195 to \$1995
 Everybody knows Buick's worth. General Motors empha-
sizes Buick's statement that its new models represent "The
Greatest Buick Ever Built." Vibrationless beyond belief.
6-cylinder valve-in-head engine. Fisher Bodies. Duco finish.

LASALLE 6 models—\$2495 to \$2685
 General Motors' latest contribution to the fine car field.
New and beautiful car designed and built by Cadillac as
a companion car to Cadillac. Has V-type 8-cylinder engine.
Fisher Bodies. Duco finish. Now on display.

CADILLAC 50 body styles and types—
\$2995 to \$9000
 The pioneer in the 8-cylinder field. Standard of the world.
Improved V-type 90-degree engine. Marvelous bodies by
Fisher and Fleetwood. Duco finish. Choice of 500 different
color and upholstery combinations to emphasize individuality.

[ALL PRICES F. O. B. FACTORY]
ALSO—

FRIGIDAIRE electric re-
frigerators. The largest
selling electric refrigerator in
the world. Built by General
Motors. Many models.

DELCO-LIGHT electric
plants. Another General
Motors product. Brings you all
the conveniences and labor-
saving devices of electricity.