IS THE REALLY HAPPY WOMAN
SHE WHO ROCKS THE CRADLE?
Does the Greatest Satisfaction Come to a Mother in the Reflected Glory of Her Son's Achievements?

## 

THE WOMAN'S EXCHANGE



## 







## DEFERS

Quality and Standard Famous Over Half a Century The New Grey Salon Ready-to-Wear Department


Fascinatingly Smart Blouses, \$10.00 to \$35.00


## B.F.Dewees, 1122 Chestriut St.

## (3)

## GBYReppara 8 /ions

## 1008 Chestnut Street, Philadelphia

## Handkerchiefs

Despite the notably decreasing linen supply, we are able to show a finely assorted collection of int, unusual position, is cue to our contract of long standing. The certainty of coming advances in price adds importance to this announce
ment. went.

A Wonderful Variety at 25 \& $\& 5 c$ Each
All-white and borders of new color-combinationan
Order Embroidery Work Early
Each season keen dimppointments are caused by
delay. Wo are in position NOW to promptly
Wm

## Orange Charlotte a la Ruse 



On a Child
anta of


BRAIDING, BEADING Kantar EMBRODEERYG, Hemstitching, $5_{0} \mathrm{C}_{\text {and }}$
NOVEIT


## Wheat without Chaff

Some thirty years ago, when we were young and had but one store, we issued a circular for general distribu firn, and the headline above was the headline of that bill.

We wert or ito say that those three words flatly meant: "FACTS WITHOUT FANCIES-SENSE WITHOUT NONSENSE -THE TRUTH ITSELF ENTIRELY DEVOID OF ANYTHING PERTAINING TO EXAGGERATION"

Continuing, we added: "We have always endeavored to give the Buyer the full benefit of our Experience in the best man net possible, and find that it pays from a standpoint of policy alone; without mentioning Principle."

Those vigorous lines from our early ad $\sqrt{\text { ertising were }}$ indelibly impressed -for they've come down through the long years of our business career and are to-day the very conditions under which we sell you goods.
"Mo one has a future bigger than his belief in "t". Our belief was steadfastly large; and by persistently continuing to give WHEAT WITHOUT CHAFF, we now have a business far bigger than we ever reckoned on. During thirty-four years of Wonderful prosperity weave firmly established a high standard within common reach.

Iniface of the present High Goat of hiving were straining every point to give you a more normal sort of living at the least possible cost. Our stores make no sorry masquerade for what they are not, just plain, practical shops. But when dealing over a Gilds connter, remember you're facing the actualities of Grocery buying, that_CHILDS QUALITY IS ALWAYS DEPENDABLE and that CHILDS PRICES ARE EXCLUSIVELY LOW.

This is plainly a matter of dollars and sense, and it ought to awaken your interest. We've engaged in a concert ed welfare movement against extortionate prices, and your household expenses will reach a comfortable and reasonable basis when you buy your WHEAT WITHOUT CHAFF at a Ghilds Store. You shouldrit be satisfied with merely making the ends meet -you should tie them Together; and to-morrow offers more chavices than yesterday.

Chilies x Company
"Cher eYour money Goes the Jonthest"

