

## The Past and the Present and a Very Suggestive Future

When we came into Philadelphia to do business people thought we ere plumb crazy. Criticism, not cheers, greeted us-for we had nothing to offer but GROCERIES. We were old-fashioned folks, believing in the old-fashioned idea of putting every penny we could into QUALITYand getting as little for it as we possibly could afford.

In those days Goliath, the giant, was stalking about-preaching the fool doctrine of "Something for Nothing," and distributing stamps and coupons "as a discount for your cash payments at Our Stores"-and he had so many followers and believers that he reached deep into the family purse. But the combined strength of "QUALITY, QUANTITY AND PRICE" had not been counted on
"Next to excellence is the appreciation of it"; and we came here believing that Philadelphians would appreciate THE CHILDS RULE OF RIGHT-right goods, right prices and right methods. We didn't expect a whole lot at the very start; but we were not anticipating the volume of business that came to us in an appreciable short time. Intelligent comparison soon made sales faster than the most sanguine expectation could have predicted; and to-day THE CHILDS STORES are wanted in every neighborhood, and they will soon arrive. Indeed, it is a frequent question, in renting house or apartment: "Is there a Childs Store nearby?

To-day, we're just the same old-fashioned folks we've always been; and the power of an enormous business enables us, even in the face of inflated values, to more firmly uphold our invincible standard of "QUALITY, QUANTITY AND PRICE," for establishing a new economic system in Philadelphia homes. Large, permanent successes are based on FAIRNESS. Think it over, what businesses have grown big, kept big and continued to grow? There's always one by which the rest are measured. That old combination of "QUALITY, QUANTITY AND PRICE" is a wonderful thing upon which to build a business. It's such a forceful argument against the commonplace.

Are YOU buying your groceries on Easy Street? There's "a heap o' good livin" in dealing regularly at a CHILDS STORE.

## CHILDS \& $\underset{\text { tue siones of ofrourtintr }}{\text { CO }}$ NY

"Where Your Money Goes the Farthest"

