HAVE YOU EVER ENCOURAGED
THE JUVENILE BEGGAR?
Criminal Parents Who Teach Their Children to Live by Their Wits Growing in Number Art of Letter Writing

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| MY MARRIED LIFE <br> By ADELE GARRISON |  |
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WELL-DRESSED GIRL'S DIARY


REDNESS OF NOSE AND FACE By lucrezia bort


## Three Blendings

That are brilt up to a standard - and not down to a price

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| Famously Good Coffees |  |  |
| - Ib | 25cll |  |

We sell coffee as we sell everything else-with the smallest possible margin of profit attached. As far as we know (and we look very deeply into such things), our distinctive blends are sold for very much less than coffees of equal quality command elsewhere. If you'll test the goods and compare the prices, you'll find our statement accurately true.

We can't do the impossible; we can't sell for less than we buywe couldn't offer Fifty-Cent Coffee for $27 c$ a pound; and you wouldn't believe us if we made such a statement. We've been in the coffee business for a good many years and naturally enjoy all the advantages, and possibly some special privileges, incidental to enormous buying; but we have our expenses to meet, and we do like a little bit of profit

Our coffees are very carefully selected-with a constant eye on Quality. We blend them ourselves, because we know how. We dryroast them, too; and our roastery is as clean as a Dutch Kitchen. All our coffees, irrespective of price, receive the same careful handling; and unvarying goodness marks each individual blend. When we have to sacrifice quality for price-sensation we're going out of the coffee business.

We're willing to risk our reputation on every pound of coffee we sell; and our three blends stand distinctly on their own merits for the judgment of critical drinkers. Good coffee is as essential to good living as sensible economy is to contentment of mind; and we supply both. We please tens of thousands of regular customers, and are continually afforded the opportunity of pleasing their friends and neighbors-for, OUR REPUTATION GROWS. You know, "whatever is in the kettle will come out of the spout"; and it's very satisfying to deal where "values" are REAL.

## CHILDS \& COMPANY

THE DEPENDABLE COFFEE STORES
"Where Your Money Goes The Farthest"

