

SUMMER PLANE CRUISE TO BE HELD JUNE 24-29

A parade of "wings over Michigan" will be seen and heard by residents of this state when private pilots of eight cooperating states arrive for the National Summer Plane Cruise, June 24-29.
The cruise, an outgrowth of Michigan's, rapid advancement in the aviation field—with special emphasis on the private flying sec-

tion—is being sponsored by the Michigan Department of Aeronautical at Lansing, of which Colonel Evola, well-known for his part in assisting Michigan's fame "Dawn Pattol" of filiver plane pillots to lis present status, is acting as exceetive chairman for the cruise. The flyers, about 150 to 200, will arrive in Michigan from South arrive in Michigan from South arrive in Michigan from South in two divisions. They will arrive in Michigan from South in two divisions. They will arrive in Michigan from South for their embarkation for Traverse City.

The two groups will be fated by and by the Association, the evening of the 24th, as Michigan's Arakiaton Week' is, opicially: opened in Lansing the 40 et 8 and for the Association, the evening of the 24th, as Michigan's "Arakiaton Week' is, officially: opened in Lansing the 40 et 8 society will stage an air show as a forerunner of the cruise, on Sunday, June 23rd.

The levulse "wings" will derive to the forming of June 25th for the inorthland, the western division diving to Luddington, the eastie city for a luncheon meeting by the local Experiment of the cruise, on Sunday, June 23rd.

The levulse "wings" will arrive to the forming of June 25th for the forming of June 25th for

All the news is not on the front page Read the Enterprise advertisements.

Advertising is nothing more than a conversation between yourself and your merchant. He pays for it but it saves you money.

> FARMINGTON DAIRY, INC. MILK, ICE CREAM

Phone 135



'Mother Knows Best' Doesn't She?

Guiding their inquiring minds and dynamic activities ... choosing their food, clothes, entertainment and health needs ... the well-informed modern mother knows what is best for the welfare of her offspring. And it is safe to say that an incalculable share of her accurate information has had its beginning in the advertising columns of this newspaper.

Many of the advertisements today bristle with ideas. They are more than catalogs. In the true sense, they are education! Stentific nands contribute to their contents. Their recommendations are based on deep thought. Their words are carefully cosen; their diction studiously formed for clarity and understanding.

Through advertisements the mother of today learns authoritatively about new methods in the care of children's teeth. About antiseptics and hygienics. About body-building and health-giving foods. About new 'comforts' as well as new styles, in juvenile wearing apparel. About books and schools and vacation camps... The advertisements pour innumerable hints and suggestions into her store of knowledge. They make her a more capable manager of the home and guardian of the family exchequer.

"Mother knows best"—is this expression heard about your home? Is it just an admonition? Or, is it founded on facts. Reading advertisements will to help make it so.

