

URSDAY, JUNE 27, 1840

\*\*Street Is All," by Pash, "routing and Schuberts "Are Marks," "Muscle for a Street Sold From Paciety and Street Sold From Sold F

QUALITY PRINTING - THE -

Phone 135

# Michigan 🌡 the home of happy holidays

For a really happy holiday . . . brimful of rest and

For a really happy holiday. . . brimful of rest and recreation . . . try your native State of Michigan. Where che can you find such grand forests and ruch magnificent State Ersks . . . such fine princh grounds . . so many excellent emping sites? Where che can there 5000 lakes of all kinds and sizes? Or such a bountiful supply of alluving trot streams? Or such a wide variety of scenery of carterodinary natural beauty? And what State can excel Michigan in her system of highways . . , many of them designed to give the motoring vacations the finest views of lake, shore and forest. Throughout Michigan, thanks to Nature and to man, you will find outsurpassed opportunities for a health-ful, enjoyable vacation.



MICHIGAN BELL TELEPHONE COMPANY

chosen; their diction studiously formed for clarity and under-Through advertisements the mother of today learns authority tively about new methods in the care of children's teeth. About ariseptics 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 exchenger. 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.

Many of the advertisements today bristle with ideas. They are more than catalogs. In the true sense, they are education! Scientific minds contribute to their contents. Their recommendations are based on deep thought. Their words are carefully

'Mother Knows Best'

Doesn't She?

Guiding their inquiring minds and dynamic activities . 

advertising columns of this newspaper.