"Mother Knows Best"

...does 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 publications like this.

Many of the advertisements of today bristle with ideas. They are more than catalogues. In the true sense, they are education! Scientific minds contribute to their contents. Their recommendations are based on deep thought. Their words are carefully chosen; their dictum studiously formed for clarity and undertaking.

Through advertisements the mother of today learns authoritatively about new methods in the care of children's teeth. About antisepsis and hygiene. 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 house.

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

"It Always Pays to Buy the Advertised Brand"

THIS IS NO. 18 OF THE SERIES ON "WHY YOU SHOULD BUY ADVERTISED PRODUCTS"

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