Local News Briefs





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## Mrs. Brown, Executive

MRS. BROWN, housekeeper of scarcely more than a generation ago, was a skilled laborer. The Mrs. Brown of to day is an executive.

She has turned over much of her work to mechanical appliances. Much of her cooking has been placed in the hands of manufacturers of foods. Most of her sewing is done for her by the makers of clothing and household furnishings. Freed from drudgery by modern inventions she has become a manager
The advertisements in her daily newspaper have enabled her to be a better director of the affairs of her home than any woman of any past generation. She is primarily an intelligent buyer. She spends $85 \%$ of the family in come. The care with which she reads the advertisements and the wisdom with which she acts on them determine the health, happiness and prosperity of her household.
She studies every new and every accepted product that might benefit her in her business of home management. She compares values. She is an expert in getting one hundred cents worth of comfort, protection and satisfaction for every dollar she spends. She reads the advertisemente every day. On them Mrs. Brown's efficiency, depends,

The advertisements in this newspaper are the daily, record of business progress, the report to you of the manufacturers and merchants who serve you. It will pay you to read them.

