## The Tawas Herald

## VOLUME XEVIII






# THE TAWAS HERALD PICTORIAL SUPPLEMENT 

## Eastern Michigan Offers the City Dweller Restful Outings







## A FEW TRUTHS

This old earth knows few laws that are universal. However, it knows one law that is both universal and immutable. It is the law of cause and effect.

In the last few years particularly, the tourist and resort business in Michigan has been very definitely increasing
Twenty years ago tourists came in scores and hundreds. Ten years ago they came in thousands. Now they come in greater numbers. A count has never been made, but it is safe to say they constitute a vast army.
From almost every section of the United States and from parts of foreign countries, travelers have found their way to Michigan-to our parks, our streams, our roaring rivers, our forests, our traveled roads and lonely bypaths.

Their coming was an effect of some cause.
That cause is no will of the wisp, no uncertain, indefinable something. THEY CAME-THE MEMBERS OF THAT VAST TRAVELING ARMY-BECAUSE THEY SAW, HEARD OR READ ABOUT MICHIGAN.

Our parks, streams, roaring rivers, forests, traveled roads and lonely bypaths possess no mystical power. Our natural advantages could lie here unseen forever, except by native the thought of them to those outside.

The traveling army came because in this state there are four officially recognized tourist associations that have been doing everything within their experienced ability to bring the strong lure that is Michigan's before every prospective tourist.
This supplement is a condensed but slight indication of what the East Michigan Tourist Association is doing to place its particular territory before the minds and into the imaginations of the most likely prospects. Every inch of the material presented herein-excluding this treatise-was printed in one of the newspapers or magazines that constitute the media that brought these messages to a reading public running into tens of millions.

The East Michigan Tourist Association supplied these newspapers and magazines with stories and pictures of Michigan, and they printed them because of their intrinsic merit and because their editors have been educated to the exceptional advantages our state actually offers.
Newspapers and magazines are not the only means used to bring people to Michigan for their own good. The radio with its intensely interested audience of millions, the street car with its multitude of ad readers, are now and constantly being used by the association to make America "Michigan minded."
Day after day, through personal contact, through real help and kindly encouragement, the organization is building up Good Will-an incomprehensible factor in attracting people here and making them glad to stay.

The results have been encouraging, it is true, but we do not move toward the contention that the ultimate is within sight What has been done is merely a certain indication that the possibilities are tremendous.

The East Michigan Tourist Association is an organization formed to promote the conservation and development of Michigan's land and water so all may use them to fruitful advantage. Every real Michigander has the same interest planted within him.
Working together they can make Michigan "The Playground of the World.'


# THE TAWAS HERALD PICTORIAL SUPPLEMENT 

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## Real Vacation

## EASTERN MICHIGAN

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| EASTERN MICHIGAN |  |
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Purified Air
Brings Pep
Wonder Sunmer Land


## Cawas Jercezes

| Corn, ${ }^{95 c}$ per bu.; cracked corn, $\$ 1.80$ per 100 lbs.; ground oats, $\$ 1.50$ per 100 lbs.; corn and oat chop, $\$ 1.70$ per 100 lbs .; scratch feed, $\$ 1.80$ per 100 lbs.; bran, $\$ 1.40$ lings, $\$ 1.60$ per 100 lbs.; screenings, $\$ 1.40$ per 100 lbs.; chicken wheat bt $\$ 1.80$ per 100 lbs. <br> A. Tawas City ter on the 12th, but dated it the ing to give it to mail. That was foresight. $\qquad$ <br> Be sure, when putting in hay, to will do better. We have it in barrels and sacks. |  |  |
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EUGENE BING
TAWAS CITY
MICHIGAN

## Peoples State Bank

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Small Courtier Makes His Bow

making his bow to the duchess of York after presenting her with a pur

Electric Weather Map for Flyers

Preparing to Salvage Sunken Gold


LIGHTS OF NEW YORK






Mental Treatment Best



