



*The deeds of the*  
**GENEROUS**  
**GIANT**

ADVERTISING — a giant American Industry, **BENEFITS YOU!** It pays for much of your entertainment... creates price-controlling competition... makes you the world's best-informed shopper... causes lowest, mass-production prices... puts mass-selling money into action — and brings it right back to your pocket! Advertising is America's... and the Northwest's... Generous Giant... the dynamic economic force that has brought us all the highest standard of living in the history of the world!

**Remember, Oregon**  
**ADVERTISING BENEFITS YOU!**