



The
MORNING PAPER

Is the Woman's Paper

*Fully 90% of the Retail
Merchandise is bought
by, or under the influ-
ence of Women*

**Men's Clothing, Children's Wear,
Foods, Automobiles as well as
Women's Apparel**

**IF YOU WANT TO REACH THE
WOMEN AND THE HOME
ADVERTISE IN**

The Oregon Statesman
Clean and Vigorous