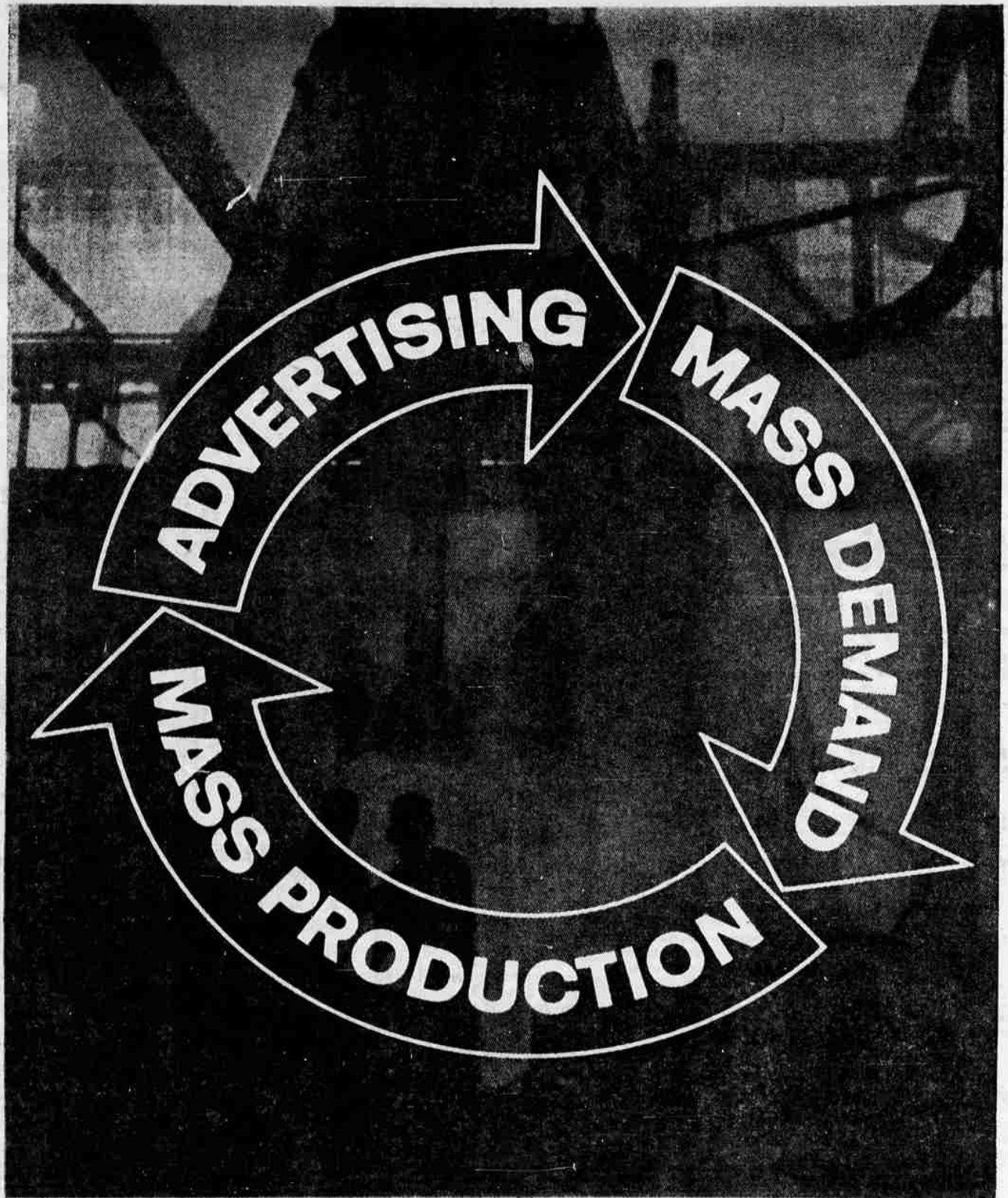




### ***Let's Keep Rolling Ahead***

We Americans invented mass production, then we *had* to build mass demand to keep the wheels turning. For this purpose we called upon advertising — the most effective and economical means of creating mass demand. Soon we had more jobs, higher incomes, and better living conditions. And there isn't any limit to how much farther we can go, if we just keep it rolling!

**Herald and News**