



East of the wall...

The spirit of competition is gone. Government monopoly and fear have taken its place.

But, West of the wall, the spirit of competition reigns strong—creating the hustle and bustle of people scurrying from store to store buying the things they want and need. West of the wall, advertising spurs the competitive spirit and motivates the desires of free men for better things.

ADVERTISING is West of the wall.

Prepared by **L. W. RAMSEY ADVERTISING** and published by the **Press-Herald** in the public interest