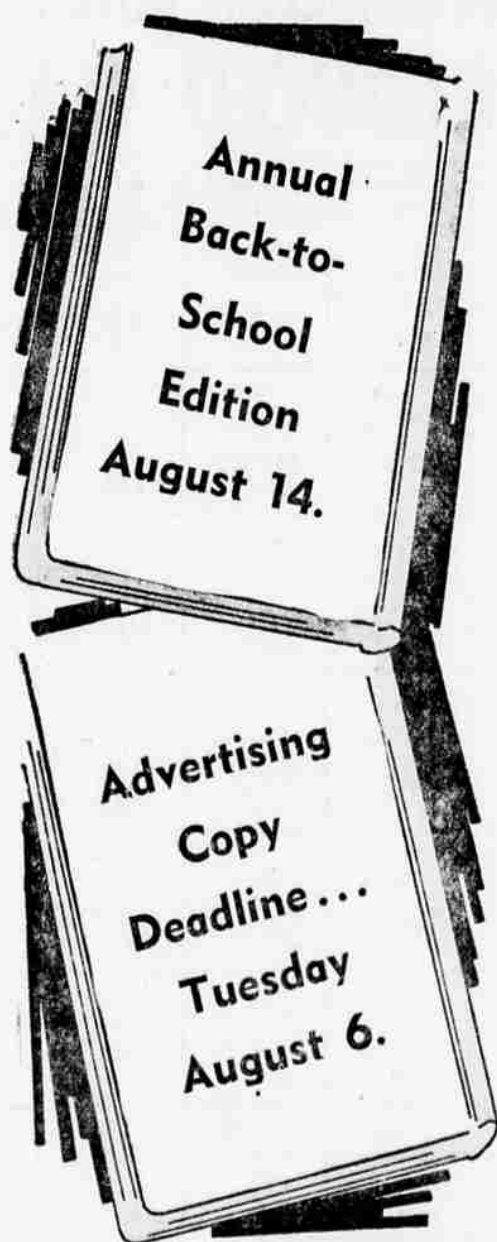




**Tell it to Mom... Tell it to the Teens
Thru The News-Review Ad Columns**



A third more kids than 1950... with the richest report card ever! That's the story of the 1957 back-to-school movement. There's gold in those jeans and Back-to-School is the best time to cultivate your gold teen-age market. These customers, so important today and so vital tomorrow, want to be sold (Lack of newspaper ads devoted to teen-age shoes was "prominently mentioned" by girls responding to a survey conducted by Footwear News.) Today's teenagers have more money... spend more money than ever before.

Four out of five teenagers will read a newspaper today, "to be informed," "for help with schoolwork," and "to help us find things." Plan now for advertising that reaches out to the Moms and the teens themselves--both on the biggest back-to-school buying splurge ever. Advance scheduling will enable you to get the right combination of dominance and frequency throughout the entire season. Your News-Review advertising representative will be glad to help.



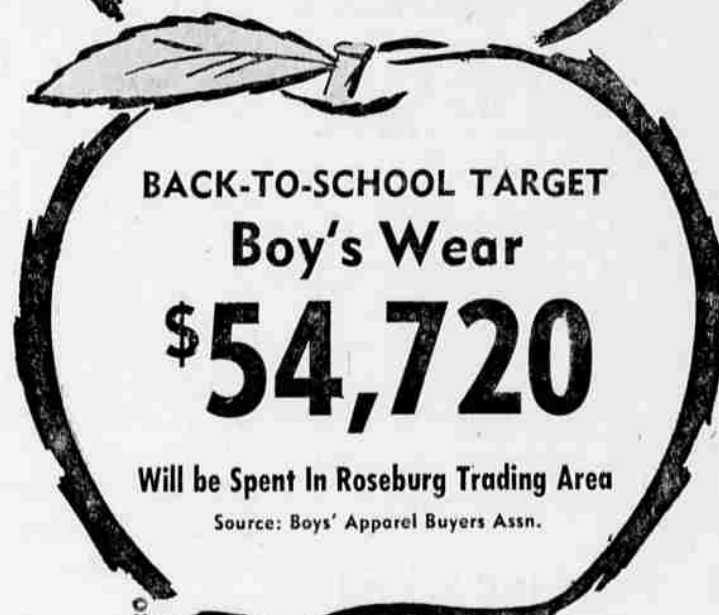
BACK-TO-SCHOOL TARGET

Girl's Wear

\$68,000

Will be Spent In Roseburg Trading Area

Source: Haire Publishing Co.



BACK-TO-SCHOOL TARGET

Boy's Wear

\$54,720

Will be Spent In Roseburg Trading Area

Source: Boys' Apparel Buyers Assn.



BACK-TO-SCHOOL TARGET

Children's Shoes

\$30,240

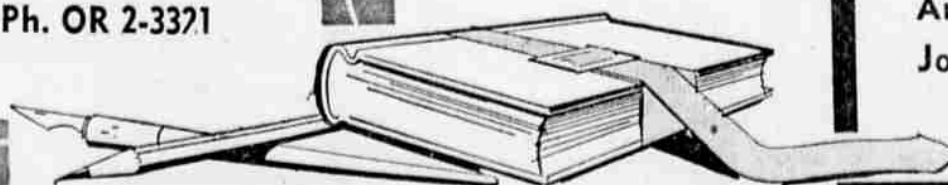
Will be Spent In Roseburg Trading Area

Source: Boot & Shoe Recorder

The News-Review

ADVERTISING DEPARTMENT-PH. OR 2-3371

The News-Review
Reaches More Buyers
More of the Time at
Lower Cost than
Any Other Medium



Call Your News-Review Advertising
Representative

Art Subert

Don Hagedorn

John LeDuc

Lloyd Stutsman

Call him today!