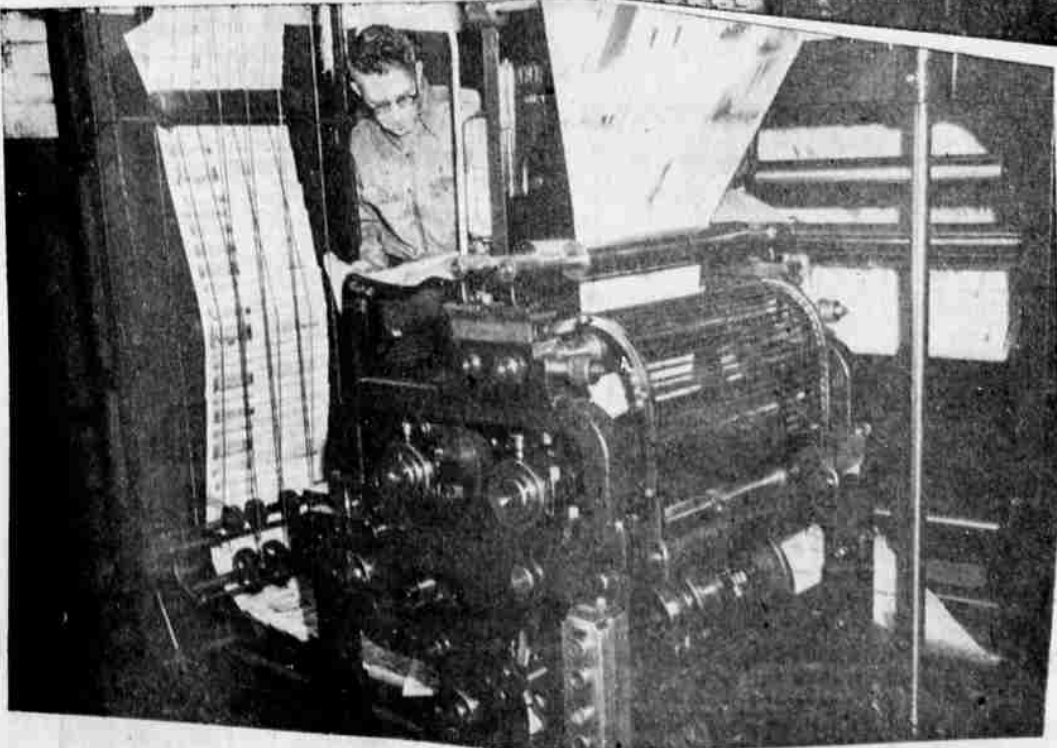
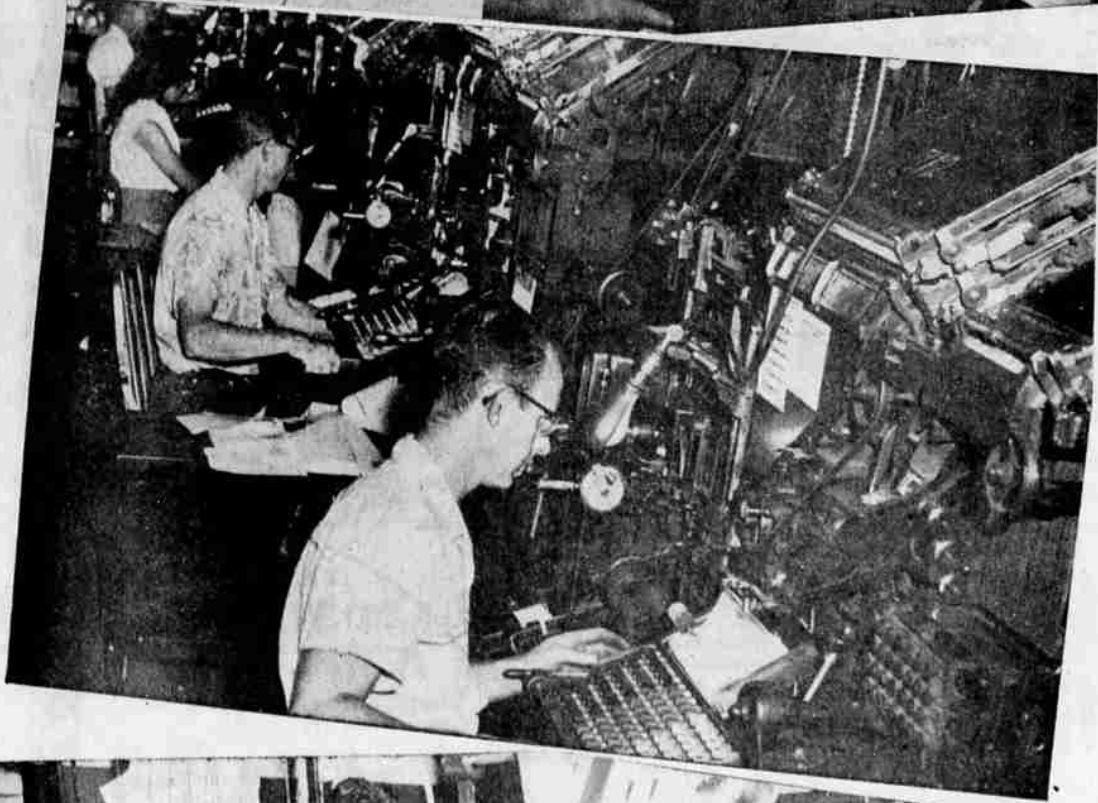


No. 1 in a series during National Newspaper Week ...

82 employees work together to bring the Herald & News to your door!



Herald & News ranks high on list of Klamath Basin's leading firms!

That's right! It takes 82 regular full-time employees to produce your daily newspaper.

And that figure doesn't include the 125 carrier boys who deliver the paper from the press to you, nor the 2-dozen neighborhood correspondents who cover the news within a 125 mile radius of Klamath Falls.

In 1955 Herald and News employees spent \$411,000 in wages -- more money than the paper received from all local advertisers. The extra dollars come from New York, Detroit, and other distant points in the form of "national advertising." The H&N brings "new money" to the Klamath Basin.

An investment of approximately \$500,000 or \$6,000 per employee, is required to produce your daily paper. A 16-page press, 8 typesetting machines, other office equipment go to make up the total.

Last year the Herald and News printed 310 issues, with an average of 20 pages for each paper. Subscribers were able to read 1,016,736 column inches of news and advertising.

Yes, the Herald and News ranks high on the list of the Basin's leading firms -- in payroll, in investment, in service, and in interest.

No other private business is so public! The existence of the Herald and News is justified only by the service that it renders to you -- the subscriber and the advertiser.

Next week is National Newspaper Week. In order for you to become better acquainted with your daily paper, the Herald and News will present a series of advertisements showing just how it is produced... and the people who produce it. You'll see why -- for the subscriber, and for the advertiser -- the Herald and News is your best buy ever!

Herald and News

... Reflecting Life in the Great Klamath Basin!