



# COLOR

makes a difference...

## ...and what a difference in the H&N!

New Herald & News stereotyping and press equipment is the most modern that the industry has produced. Able technicians are producing color for H&N advertisers that is being considered for a national award. Studies show that color increases ad readership from 45 to 80 percent and retention value from 50 to 94 percent. This advantage is available to all H&N advertisers.

Herald and News

### PRECISION ELECTROTYPE COMPANY

1045 SANSOME STREET • SAN FRANCISCO 11 • TELEPHONE GARFIELD 1-0680

February 13, 1959

Mr. John P. Henderson  
Production Manager  
KLAMATH FALLS HERALD & NEWS  
Klamath Falls, Oregon

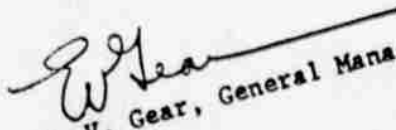
The Herald & News personnel can be proud of their fine achievements in R.O.P. color production.

We are pleased to notify you that the Herald & News has been selected for the finals in consideration for the Precision R.O.P. Award Plaque.

We will appreciate it, Mr. Henderson, if you will send to my attention as soon as possible tear sheets of the R.O.P. four or three-color process ads or editorial material, selected from your 1958 and January-February 1959 editions.

The Herald & News reached the final judging on the basis of tear sheets of ads produced from our Pecomats.

Congratulations!

  
E. V. Gear, General Manager

evg jy

A MODERN AND COMPLETE PLATE MAKING INSTITUTION  
MATS • PLASTIC MOULDS AND PLATES • PHOTOGRAPHS • RUBBER ENGRAVINGS • VULCANIZED RUBBER PLATES • LABEL PLATES IN BRASS, PLASTIC, ETC.  
ELECTROTYPES • FLAT AND CURVE-CAST CHROMOTYPES • STEREOTYPES