

Announcing the third annual...

Herald and News

PROGRESS EDITION

PUBLICATION DATE: Sun., Feb. 24, 1963

CONCEPT: Some of the themes will be "Among Our Souvenirs," "Into the Woods," "The Sounds of Progress," "The World Around Us," "School Days," "Outdoor Fun," "Up From the Soil."

FORMAT: Multiple sections of smaller size than previous years, full of lively editorial color and pictures, will invite easy, exciting reading.

DISTRIBUTION: 17,500 copies will be printed. Each subscriber will receive a copy. Additional copies for mailing to business associates and friends will be available at 25c per copy picked up, 50c per copy mailed anywhere.

ADVERTISING: Firms, organizations and individuals will have the opportunity of telling the parts they play in the economy. The advertising rate of \$1.95 per column inch will include photo and engraving service at no additional charge. Billing will be March 1, with 10c per column inch deductible if paid on or before March 10.

The Herald and News is proud of the Klamath country and the part it plays in the economy and lives of the people it serves. We're sure that other enterprises are also, and hope that they will use the Progress Edition to advertise in and to send to others.

For further information, to reserve extra copies, for advertising consultation, call the Herald and News, TU 4-8111. Advertising reservations are now being made.



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