

ANNUAL EDITION

Cavalcade of **PROGRESS**

PUBLICATION DATE: Friday, Feb. 26, 1965

CONCEPT: To highlight many of the wonderful assets of the Klamath Basin to brighten our own concept and to project the true image of Klamath to people elsewhere.

FORMAT: Cavalcade of Progress will be a multiple-section edition with photos used generously in historical material and on developments of 1965, both in news and advertising.

DISTRIBUTION: 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 in the USA. Every subscriber is urged to mail at least one copy to a friend. Orders now are being taken. Just phone 884-8111. We'll handle details.

ADVERTISING: Firms, organizations and individuals will have the opportunity to project the story of the parts they play in the community to their customers, employees and friends, and to help send an Invitation to Industry throughout the nation.

The Herald and News is proud of the Klamath Country and of 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 Annual Edition to advertise in and to send to others.

For suggestions, to reserve extra copies, for advertising consultation, call the Herald and News, 884-8111. Advertising reservations now are being made.

Herald and News

