



# Bishop Armstrong High School . . . .

- 4315 Sacramento Blvd.
- GL adstone 2-2878
- Sacramento 20, California

January 11, 1960

Dear Sir:

This year the staff of the CREST Yearbook is planning what promises to be one of the most artistic productions yet published at Bishop Armstrong High School. Naturally enough, this enterprise will entail a greater expense than in former years. As a consequence, we are asking the support of every interested friend of the school in order to guarantee as far as possible the complete success of the undertaking.

Should you decide to help us achieve our goal--as well as advance the cause of your business or firm--kindly encircle the size of ad selected from the rates given below and return this letter, together with your ad copy and check, in the enclosed stamped envelope. If you desire, you may include a photograph of your store or firm front on any ad of a quarter page or larger in area. Date of publication will be given upon your request after June 15, the date our yearbook is scheduled to arrive here at school.

In the event that you do not wish to contribute by way of an ad, you might perhaps be willing to give \$5 or more as a friend.

#### AD RATES

Full Page--\$100  
Half Page--\$ 50

Quarter Page--\$27.50  
Eighth Page --\$15

Thank you in advance for your co-operation. If you have any further inquiries about the details of running your ad in our yearbook, please feel free to request additional information.

Sincerely yours,

*Bonther Paul*  
Yearbook Adviser

Bert J. Graham  
XXXXXXXXXXXX

Consultant

Forum Building



Gilbert 8-8246

XXXXXXXXXXXX

To Whom It May Concern:

VOID AFTER

After full investigation the endorsement committee of the Associated Business Council has given its approval to the following:

Bishop Armstrong High School

Name of Individual, Group, School or Society to Make Solicitation

Frederic Z. Fox

Name of Individual or Group Sponsoring Solicitation

4315 Sacramento Boulevard

Address of Solicitor, or Group Sponsoring

NATURE OF SOLICITATION—Cash ( ) Advertising (X) Ticket Sale ( ) Merchandise ( )

CASH

Limit Placed on Contributors

PRIZES

Type and Value of Prizes or Merchandise Desired

\$

Limit Placed

TICKETS

Number To Be Sold Each Purchaser and Price Per Ticket

No. of Tickets

\$

Limit Placed

ADVERTISING RATES—Full Page \$ \_\_\_\_\_ Half Page \$ \_\_\_\_\_ Quarter Page \$ \_\_\_\_\_ Inch \$ \_\_\_\_\_

(Endorsement limited to \$5.00)

Limit Placed

FUNDS SECURED

DIVIDED AS FOLLOWS

% to Solicitor

100%

% to Sponsoring Group

Publish Yearbook - excess

Not Used for What Purpose

absorbed by

student body fund

NATURE OF ADVERTISING

8 1/2" x 11" Yearbook

Size — Paper — Magazine — Program — Booklets, Etc.

CIRCULATION

approx 600 copies (1 issue) sold to student body

Free or Paid — No. of Copies — No. of Issues — Sacramento Circulation, and How

This endorsement has been issued for the exclusive use of

Frederic Z. Fox

Name of Solicitor

**ASSOCIATED BUSINESS COUNCIL**

745 Santa Rita Way IV 9-7375

Address

Phone No.

By

*Bert J. Graham*

NOT TRANSFERRABLE

Date

February 24, 1960