



HEART MOUNTAIN

SENTINEL

HEART MOUNTAIN, WYOMING

March 31, 1943

Mr. T. K. Kobayashi
T. K. Pharmacy
2700 Larimer Street
Denver, Colorado

Dear Mr. Kobayashi:

Heart Mountain Relocation Center today with its 10,800 population is the third largest city in the State of Wyoming. Its population is larger than that of all Park County in which the Center is located.

This new, busy war-time community is made up of persons evacuated from the West Coast--from Los Angeles, San Francisco and San Jose in California, and Yakima valley in Washington.

Their material needs--supplementing the basic needs of food and shelter supplied by the Government--are purchased from the three community stores which did a gross business of more than \$40,000 between August 12, the day the first evacuees arrived, and September 30.

The demands for such commodities as drugs are far in excess of what the three community stores are able to supply. As you know for many months the residents have been unable to trade with a Japanese firm and their drug needs for domestic as well as imported drugs could be supplied by your firm. We feel quite sure that ads placed in the Heart Mountain Sentinel would be profitable.

This community is served by the Heart Mountain Sentinel, an eight-page weekly publication edited by the evacuees themselves, and enjoying a paid circulation of more than 5,500 weekly. A large number of these newspapers are mailed out by the evacuees to Caucasian friends "back home", and thus the reading public is far in excess of the actual number of copies distributed. Our outside circulation is increasing at the rate of 14 subscription per week. We believe the advertising possibilities presented by this publication cannot be over-emphasized.

Other than the immediate value of such advertising, may we point out the good-will possibilities. Some day the war will be over, and purchasing habits acquired in these centers, as well as the sense of support and friendship the evacuees will feel in seeing your trade name in their publication, are long-range values that cannot be over-estimated.

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The rates are \$1.25 per column inch per insertion for total space less than 20 column inches. For anything more than 20 column inches the rate is \$1.00 per column inch per insertion.

We know that you will agree it is good business sense not to over-look the possibilities presented by this community and its newspaper. We shall be pleased to take care of any inquiries you may have regarding this medium.

Copies of Sentinel are being forwarded to you under separate cover.

May we hear from you soon?

Sincerely yours,

HEART MOUNTAIN SENTINEL

Martha Kaihatsu
Martha Kaihatsu (Grace Shirai)
Advertising Manager

MK:GS

Enclosures

P. S. A copy of the contract is being sent to you. Upon our receipt of the contract we will send you your duplicate copy.