



HERE'S ONE SMALL COMMUNITY THAT IS ADVERTISING CONSCIOUS

Every Week
the Herald
Sells Over
500

Copies on the
Street Alone -

which is in addition to our regular
mail, paid-in-advance circulation
of -

2,000

Reflected in terms of people this
500 extra street sales is equal to 25
salesmen calling on 20 people—for
each issue.

"PEOPLE READ HERALD ADVERTISING" which undoubtedly explains within
itself why the HERALD carries by far more local and national advertising than any
other weekly newspaper in Halifax County.

During the month of May alone the HERALD carried 23,933 *Agate*
Lines (approximately 2,000 column inches) of National display advertising
for 28 foreign accounts. This is in addition to an even larger amount for lo-
cal advertisers.

SOME local advertisers in SOME TOWNS may patronize their home-town news-
paper because they feel it a "civic duty," but this type of customer would be a rank
stranger to us, nor can we say we would be desirous of him. While he might be classed
as a "Celestial Being" up above, here on earth only one term could possibly describe
him, and that is to say he is a "poor business man."

The months of JULY and AUGUST may be looked forward to by thrifty shoppers
for bringing the customary MID-SUMMER CLEARANCE SALES at various city
stores. To the advertiser, the most economical, result-getting way to conduct these
sales is by using HERALD advertising space. To the buyers, we point out as a timely
suggestion that it will be well worth your while to look for these announcements in
future issues of the HERALD during the next few weeks.

THE ROANOKE RAPIDS
HERALD
CAROLINA'S FIRST
TABloid NEWSpaper

FIRST IN NEWS

FIRST IN ADVERTISING