

What Is Advertising!

Webster says it is giving public notice, or to inform the public. And he is right, of course. Newspaper advertising is giving the public notice through publication in its columns.

The value of advertising to the advertiser, of course, depends upon the number of potential readers, that is, it is valuable only when read by some person or persons, who are thereby made prospective customers—not buyers in any sense of the word.

The newspaper that guarantees a large circulation is the medium through which the advertiser gets his biggest returns. And, the subscription list to a large extent governs the charge made for advertising space.

Naturally, also, the character of circulation has some to do with the value and price of advertising. Advertising placed in a newspaper that is not read, even though it has many subscribers, is worth nothing to any person.

The HERALD guarantees a circulation more than double that of any other local weekly newspaper circulating in Hertford County. For that reason it bids for the advertising. Its circulation is distributed throughout the County, with exceptionally large lists at Murfreesboro, Harrellsville, Winton, Cofield and Ahoskie and vicinity. It is the leader in circulation at every one of these postoffices.

In character of circulation, the Herald is a recognized leader. People read it; they read it for the County news, and they know they will find it in every issue. In competition with the weekly newspapers of the State, it won third prize at the State Fair for covering the news in its field efficiently and thoroughly. It is living up to the mission of the country weekly newspaper in that it publishes news of its own locality, and presents it just like it happens.

When you get ready to place your advertising, remember these facts. They are worth consideration if you want the largest returns for the smallest outlay.

Hertford County Herald

AHOSKIE, N. C.