

The HERALD - Your County Paper One Year for One Dollar - \$1.00

Pay as Many as Five Years if You Wish

THIS OFFER GOOD ONLY DURING OCTOBER, 1923

Explanation, Guarantee and Wherefore

One Year Ago, the HERALD Resolved: 1st—To publish in Hertford County, a local weekly newspaper that would take first rank among the weeklies of North Carolina. Eight years of experience and as many years of close study of the business were brought into play with increased cost of production to reach the goal we set. We have not finished yet; notwithstanding the fact that we hold Prize Ribbon from State Fair, giving us **THIRD PLACE** in the contest among the fifty leading weekly newspapers of the State, in quantity and treatment of **LOCAL AND COMMUNITY NEWS**, and the further fact that **THE HERALD** stood second among weekly papers in North Carolina for the Savory Cup, awarded annually by the State Press Association for **THE BEST LOOKING WEEKLY NEWSPAPER IN NORTH CAROLINA**. We are still studying, working, planning to improve, enlarge and add to the quality of the HERALD; and we intend doing those things.

2nd—To offer this newspaper to every home in Hertford County and adjacent sections of Bertie at an introductory price below cost of production—at a figure sufficiently low to make the price no bar to any home paying at least one year's subscription. Included in that resolve was to repeat this offer until the HERALD was read in 90 per cent of the homes in its territory.

350 Subscribers Added

On the strength of the **DOLLAR A YEAR OFFER** one year ago, 350 new subscribers were added to our lists. Since the special offer more than 100 other new subscribers have been added at our regular \$1.50 rate.

WE STILL RETAIN ALL THE OLD SUBSCRIBERS. THEY DON'T LEAVE ONCE WE GET THEM ON THE LISTS.

Our Goal

We aim at 1,000 new subscribers, and during the next thirty days, we expect many new names to be added to our permanent list. **BUT, regardless of the number added, THIS WILL BE THE LAST TIME THE HERALD WILL EVER BE OFFERED FOR ONE DOLLAR A YEAR.** We guarantee that statement, and pledge ourselves never again to cut the price to secure a subscriber.

You Get the Gravy

What commissions there are to be paid, you, The Subscriber, Get them. We have no hired Solicitors; we are not "soaking" our money in automobiles to be given away, nor any other scheme. **YOU GET THE SAVING; IT IS THE SAME TO ALL.**

When you read The HERALD, you get the news of your County, digest of all State news, weekly Washington letter, special features for women, farm news, timely editorials—including Office Cat and "Old Farmer."

It is Produced by Hertford County Men and Money---
In the Only Newspaper and Printing Plant in the County

BUY YOUR COUNTY PAPER

\$1.50 Value At \$1.00

Hertford County Herald

AHOSKIE, N. C.