

Where - -

**Will Your Advertising Be
When The Ink Is Dry?**

Will It Be

THROWN INTO THE GUTTER?
HIDDEN UNDER SHRUBBERY?
BLOWN AGAINST THE HEDGE?
JUST RUBBISH ON THE LAWN?
THROWN INTO THE WASTE BASKET?
CONSUMED BY TRASH BURNER?

Or Will It Be

Under the reading lamp inside the home—
a cherished and INVITED member of the
family circle? This is where your message
will be if inserted in The State Port Pilot,
which is a welcome visitor in the homes.

The State Port Pilot is wanted and is not an unwelcome intruder on the premises. It is eagerly awaited by the reader, who desires to keep abreast of the happenings in the community—including news concerning merchandise—prices offered by stores and firms. Nothing else can take its place as an advertising medium and business-getter for you—nothing else can compare with it in cost of prospect-coverage or results obtained. THE STATE PORT PILOT has “reader interest.” Advertising, to be effective, must have quality as well as quantity.

THE STATE PORT PILOT
SOUTHPORT, NORTH CAROLINA