

Mr. Merchant—

It Costs You Less To Advertise In The

HERALD



DID YOU KNOW THAT THE HERALD HAS A PAID CIRCULATION OF

4500

Advertising In The Herald Reaches A Greater Number Of People Than Any Other Newspaper Printed Within 40 Miles Of Roanoke Rapids... Approximately 150,000 People Reside Within This Area— The Herald Will Reach At Least 20,000 Of These People— No Other Newspaper Printed In This Area Can Offer This Coverage — — Your Advertising Dollar Is Best Spent In The Herald!

Scan This List Of Communities With News In The Herald. The Herald Is delivered And Sold In These Communities, Too! Your Customers Reside Here!

- | | | | | |
|-----------|-------------|------------|---------------|-------------------|
| ★ Weldon | ★ Warrenton | ★ Woodland | ★ Rich Square | ★ Seaboard |
| ★ Halifax | ★ Littleton | ★ Jackson | ★ Garysburg | ★ Scotland Neck |
| ★ Enfield | ★ George | ★ Conway | ★ Potecasi | ★ Pleasant Hill |
| ★ Macon | ★ Gumberry | ★ Tillery | ★ Vulture | ★ Margarettsville |

YOU ARE INVITED TO VISIT THE HERALD PLANT

Any One Of The Following Employees Will Be Happy To Show You Through

— News Dept. —

Jerry Elliott
Mildred Heston
Audry Hewitt
Loraine Harris

— Business Office —

Katie Williams
Louise Burke

Guy Leedy, Asst. Publisher
and General Manager

D. W. Debnam, Production Mgr.
W. A. McClung, Managing Editor
Mirl Crosby, Circulation Mgr.
Frank Thomas, Advertising Mgr.

Advertising Dept.

Mable Luter

— Press Dept. —

Larry Willis
Gorwin Thomas

— Sample Dept. —

Edith Massey
Inez Williams
Elizabeth Hazewood

— Mechanical Dept. —

Kenneth Brewer, Jr.
Rudolph Watson
Bill Clary
Johnny Garner

— Commercial Dept. —

Edward Elmore
Louise Umphlett
M. H. Neal

- The Herald now has one of the Most Complete and Modern Newspaper Plants in all of Eastern North Carolina... It believes in Roanoke Rapids and the Communities that surround it... The Herald will lead the march of progress of the entire area... and especially Roanoke Rapids... It is a newspaper that you can be proud of... it is worthy of your wholehearted support... You will grow with The Herald! Advertise in it!