

READ ACT!



This Advertisement Is of Greatest Importance To Every Subscriber

For a long period of time we have noted the price of many weekly newspapers coming to our desk to be \$1.50 a year, while semi-weekly newspapers charge \$2.00 or more a year. We have been publishing a semi-weekly paper for several years and have charged only \$1.00 a year for subscriptions in the county and state, and \$1.50 for those going out of the state. Increased costs of operation now make it imperative that we increase our subscription rate to

\$1.50 In the State; **\$2.00** Outside the State
AFTER JUNE 30th, 1935

In order to give every subscriber whose subscription may now be in arrears, or whose subscription will expire this year, an opportunity to renew before the new rates go into effect, every renewal received between now and July 1st, will be taken at the old rates. This is fair and impartial notice to every subscriber to renew this month if the subscription has expired or if it will expire this year. The little pink label that carries the name of the subscriber on the front page also carries the month and the year the subscription is paid to, the first day of the month being understood in every instance.

We want every reader to understand that you have an opportunity to renew at the old rates during this month, after which time the new rates will be in effect.

Bring, send, or mail your renewal now and save.

The Journal-Patriot

WILKES COUNTY'S ONLY SEMI-WEEKLY NEWSPAPER

Published Mondays and Thursdays

North Wilkesboro, N. C.