

THE ADVANCE
DAILY AND SEMI-WEEKLY

PEELE & PEELE
Publishers

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MEMBER OF THE ASSOCIATED PRESS
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SUBSCRIPTION RATES:
DAILY

12 months by mail or carrier—\$4.00
Semi-Weekly
12 months \$1.00

A STERN NECESSITY

Very regretfully The Advance finds itself compelled to again increase its advertising and subscription rates.

In a desperate effort to meet rising costs without such an advance, men on The Advance force have been working day and night for the last five months without extra pay; and yet despite this endeavor the paper finds itself hardly able to keep enough money coming in to meet its running expenses, to say nothing of liquidating debts and accumulating a reserve against a day of business depression.

We published yesterday a dispatch from St. Paul setting forth the advertising rates arrived at by a committee of experts who have studied the situation as those that should be charged by the smaller newspapers of the country if rates are to be based on the cost of production. These rates, away above those charged by The Advance, are as follows:

500 or less circulation	29c.
1,000 or less circulation	25c.
1,500 or less circulation	20c.
2,000 or less circulation	35c.
2,500 or less circulation	40c.
3,000 or less circulation	43c.
3,500 or less circulation	46c.
4,000 or less circulation	49c.
4,500 or less circulation	52c.
5,000 or less circulation	55c.

The report of the committee continues:

After a thorough study of the present situation, the members of the committee were unanimous in the opinion that the prevailing rates for advertising in community newspapers are much too low and that these rates do not compare with the increased cost of other commodities.

In the mechanical departments labor costs have increased from fifty per cent to 150 per cent, the committee found; machinery and materials have advanced in keeping with the rising costs, and the newspaper publishers have not followed in the procession but have been deluding themselves into the belief that their future is secure as their past apparently has been.

It was found upon investigation that most publishers have a very inadequate idea of the cost of producing the publications. Most of them have considered that the increased price of paper stock was the one item which should principally concern them. It is the one subject over which they have been especially alarmed.

The committee felt that although the item of the increased cost of print paper should have serious consideration it was of minor importance as compared to the increase costs of labor, machinery, materials, rent, insurance and the various other items of expense which are standard.

It was found that a number of publishers who own their own building are not charging the items of rent in figuring what their publications are costing, nor have any considerable number been including interest upon the money invested in their plants as a part of the production cost of their newspapers. Others have been failing to put themselves upon their own payrolls for any adequate salary such as they might easily earn elsewhere, and from year to year have been laboring under the false delusion that they were making money. They have not taken into consideration the depreciation of plants and of the tremendously increased cost of replacement of machinery, and still they have continued to sell space in their publications at rates which have prevailed for years. The report concludes:

"The committee is strongly of the opinion that disaster and ruin faces thousands of publications unless they immediately adjust themselves to the new conditions and rigidly adhere to the rates which the committee of investigation recommends."

The committee which met in Chicago, January 29, consisted of President Edward Albright, Gallatin, Tenn.

R. T. Porte, Salt Lake City, Utah; E. K. Whiting, Owatonna, Minn.; H. U. Bailey, Princeton, Ill.; George T. Haurlich, field secretary of the Colorado Press Association; O. O. Buck, field secretary, Nebraska Press Association; G. L. Caswell, field secretary Iowa Press Association, Ames, Iowa, and H. C. Hotelling, field secretary of the National Editorial Association.

The committee also had in consultation, in an advisory capacity, B. S. Herbert, National Printer-Journalist Chicago; Harry Hillman, Inland Printer, Chicago; and N. A. Huse, vice-president, American Press Association, New York.

Mr. Caswell concurred in the report but stated that he personally believes that the charge for newspapers having 2,000 circulation should be 33 cents and upward, as follows:

2,500	36 cents	4,000	45 cents
8,000	49 cents	4,500	48 cents
3,500	42 cents	5,000	50 cents

The Advance will not advance to the rates recommended by the committee of editors but a slight increase in both advertising and yearly subscription rates is necessary. The weekly rate by carrier, however, will not be changed for the present.

Advertisers and subscribers are urged to watch the paper for an announcement of the new rates between now and June 1st.

Come out to the courthouse tonight and hear Robert N. Page.

Well, didn't we tell you that it would be worth your while to hear Horace Williams?

Despite repeated frosts the boughs of the fruit trees, we observe, have begun to bend under the weight of growing fruit. You can nearly always depend on an Eastern North Carolina peach crop.

You won't find any body saying that Bob Page is not a big enough man for Governor.

Wm. Waterall's Semi-Paste PAINT

The paint that Spreads —
The paint that Lasts —

1 Gal S-P Paint \$3.75
1 Gal Linseed Oil \$2.40
2 Gal Ready to Use PAINT—\$6.15

Kramer Brothers Company
ELIZABETH CITY, N. C.



Techstyle Middies
The Better-Tailored Kind for Every-Day Wear

YOU'LL see Middies worn everywhere by the best dressed folk nowadays.

They're really ideal for street as well as vacation and outing wear, because of their style and genuine economy.

TECHSTYLE Middy Blouses and Suits come in a wide variety of materials and colors—suitable for all occasions.

They are made of superior quality pre-shrunk fabrics, are cut generously full and finely tailored throughout.

Techstyle Middy Blouses and Suits made of Lonsdale Twill, Indian Head Cloth, Wash Satin, and Tricotine in white, Beach Cloth in white, Copenhagen and rose, French, Imperial and Storm Stripes in navy, black, cream and Shepherd Plaids. Pre-shrunk Suits in navy, black, cream and black—deep yokes front and back—double stitched seams—deep 2-inch blouse hems—wide collars—full puffed sleeves with close fitting cuffs—full box-pleated skirts—full regulation emblems—finest hand embroidered trimmings—(no cheap tape used)—best quality mercerized herringbone braid closely stitched.

The leading local stores sell Techstyle Middies. If your dealer does not, write us.

Textile Mfg. Corp., Richmond, Va.

Is It Patriotism, Need of Money, Or Fear of the Law?

Is the "Cut Rate Sales" craze prompted by patriotism, need of money, or from fear of the law?

Mr. Riley, one of the Government's profiteer probes, is quoted by the Dry Goods Economist, of New York, as having quoted John Wanamaker, the first merchant to offer twenty per cent reductions this season, as saying that he was making a fair profit even after reducing prices 20 per cent.

Were we to reduce our prices ten per cent, to say nothing of reducing them 20 per cent, and were to continue to do so very long, we would go dead broke!

Our prices are marked down to the very lowest ebb in the beginning of the season. Consequently the "Cut Rate Sales" prices rarely, if ever get as low as ours, quality of merchandise, considered.

If you want the Best Clothing, furnishings and shoes in America for the price, come to see us.

C. A. COOKE.

DON'T AGONIZE
Because you can't find just what you want in Furniture. Put the problem up to us.

M. G. Morrisette & Co.
The Big Main Street Furniture Store

Home-Made Pies
'UM, They're Good!

Try them and you will say so too. Good Pie Baking is called an art. With us it's a habit.

The Eagle Cafe
A fit place for Ladies and Gentlemen.

Elizabeth City, N. C.
Poindexter Street

BED ROOM FURNITURE
We have many handsome and artistic suites to select from. See them.

M. G. Morrisette & Co.
The Big Main Street Furniture Store

"A BUSINESS MAN FOR GOVERNOR"

Hon. Robert N. Page

Candidate For The Democratic Nomination For Governor Will Speak At
New Weeksville
AT FOUR P. M.
Elizabeth City
in the COURTHOUSE at 8:00 P. M.
FRIDAY, MAY 28, 1920

As a Business man, I shall make efficiency and economy in both State and County Government a chief purpose of my administration."

You are cordially invited to hear Mr. Page discuss the questions vitally affecting all North Carolinians.

LADIES ESPECIALLY INVITED

Chas. Ross.
State Manager Page Campaign

Alkrama Theatre
To-day
Continuous Show—3:30 To 10:30

A Triple Event Worthy of any Fan's Consideration. Three Splendid Numbers in One Show. That Sterling Actor of Powerful, Dramatic Parts,

Sessue Hayakawa
in The Dramatic Achievement of His Notable Career

"HIS DEBT"
WILLIAM DUNCAN in "THE SILENT AVENGER" also a Mack Sennett Comedy

TO-MORROW
William Russell in "LEAVE IT TO ME" and "Adventures of Ruth" number 9

SIMS STILL TALKING
Washington, May 28—Legislation reorganizing the Navy Department and creating a responsible military advisor to the civilian secretary was urged today by Admiral Sims.

PROFITEERS FINED
Syracuse, May 28—Weeds, Inc., clothiers, were found guilty of profiteering in Federal Court here today and fined \$31,000.

RISE IN PRICES
Of almost everything make it imperative that you lose care in selecting durable Furniture. The cheapest in the long run is the kind that always "lays put" and looks well for a long number of years.

ENGLANDER COUCH-BED
Sold everywhere by furniture dealers and department stores



ENGLANDER
PRODUCTIONS FOR SLEEP AND REST
ENGLANDER SPRING BED CO.
New York - Brooklyn - Chicago

M. G. Morrisette & Co.

USE LEBANON BELL and LEAVEN SELF-RISEING FLOUR
Both of these flours are strictly high grade. Quality guaranteed to please.

BASKETS
Every sort of basket you need at very reasonable prices.

G. W. TWIDDY, GROCER

A. F. TOXEY & COMPANY
DISTRIBUTORS
Wholesale Grocers

HAPPINESS
Is found in well appointed homes. We can help you keep your home attractive with suitable furniture.

M. G. Morrisette & Co.
The Big Main Street Furniture Store

Page's Neighbors
thought enough of him to send him to Congress fourteen successive years.