

New York Newspapers Are Winning An Uphill Fight

Have Increased Size of Combined Editions Now Being Issued from Eight to Sixteen Pages With Prospect of Getting Back to Normalcy Soon

By ROBERT T. SMALL
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New York, Sept. 26.—The New York newspapers are slowly but surely winning their fight for existence against the striking pressmen who walked out more than a week ago without authorization from their international union.

They have increased their issues now to sixteen pages daily, but no paper has yet asserted its identity. All are being issued under the caption "The Combined New York Papers" morning or evening, as the case may be.

The strike has produced without question the most interesting phenomena in the history of American newspaper making. Each paper is being issued from its own plant in its own typographical makeup, but in accordance with an agreement strictly adhered to, no paper makes use of its own name except to list it among all the other papers who are in the fight against the unlawful strike.

This cloak of anonymity thrown about the papers has resulted in many things. In the first place the editorial page was completely discarded. Not being able to assert their own identity the papers naturally could not express convincing views on any subject. And no editorial page, common to all, could be devised.

In their endeavor to maintain some measure of individuality, the papers have clung like grim death to the fixed features which gave them distinction. Although barred from using their own names, they have not been barred from using the names of contributors. These names, familiar to readers, have been given unusual prominence, and through them newspaper readers have been able to identify their favorite journal despite the fact that all of the papers have exactly similar headings. Under the caption "The Combined New York Newspapers" appear the headings of all the papers in the combine, in greatly reduced facsimiles. The names are arranged alphabetically so that only one morning newspaper and one afternoon newspaper is fortunate to begin the list with its own name. The New York World, for instance, has to carry the name of the New York American first of the long list of names.

The New York editors, fighting for identity, have deliberately sacrificed news in order to give space to the familiar features which have made their papers different from others. This has applied alike to special writers and special artists. The confusion of the first few days as to the identity of the several papers resulted in some strange circulation stunts. One afternoon paper here with an average circulation of something like 20,000 copies, jumped to 80,000 copies. Papers with huge circulations slumped to half their normal figures. This was when an effort was made just to print the news. Then came the realization that features must be depended upon to establish and maintain identity and distinction. Now the flow is getting back to a normal percentage.

Publishers found that difference in typographical make-up was not quickly realized by the readers in the absence of the familiar first page heading. One morning paper found that without its own caption, its typographical makeup was entirely too much like another morning newspaper. The owner of the paper ordered a change. He ordered the morning paper to adopt the type and style of his afternoon newspaper in this city. Then came the confusion of late morning editions and early afternoon editions appearing on the same news stands. Readers scarcely knew which was which. The owner is anxiously waiting for the strike period to be declared officially over so that his papers can get

such necessities as came to their mind.

One old New York house has adopted the plan of putting a full page advertisement in suburban papers not affected by the strike and having hundreds of copies of the "ad" available for distribution at the store.

Publishers have not as yet been able to get the reaction of the public to the absence of the editorial pages. They say that their editions have been so limited and the handicaps so thoroughly understood by the public that they have had few letters on the subject one way or another. Among the hundreds of thousands of commuters on the trains leading to New York each day, however, there is plenty of discussion of the newspapers and many readers frankly say that the absence of editorials on the bigger questions of the day leave them in a doubtful frame of mind. They have become accustomed to the newspapers thinking for them, and miss the "brain food" that the editorial pages provide. Many editorial page features are being carried by the papers in other positions.

The strike and its effect will be studied by newspaper makers for several years to come, but it seems certain that as Melville E. Stone once said, it is the distinctive paper that wins out in the end.

Miss Elizabeth Ziegler of Edenton is in the city, the guest of Mr. and Mrs. Lloyd Sawyer.

Gelfand's Relish and Mayonnaise at all good grocers.

POSTAL SYSTEM IS SWAMPED BY PARCELS

Manila, Sept. 27.—Collect parcel post packages to the amount of \$515,000 were sent in 1922 from the United States to the Philippines; the business has grown so in the present year that its total for 1924 is estimated at \$5,000,000.

This would mean the handling and delivery of something like 2,000,000 separate parcels, and the Philippine postal authorities are wondering how they can meet these demands. Increased postal appropriations will be necessary, and the idea has been advanced in some quarters that the collect service should be discontinued.

PERSONALS

Mr. and Mrs. John Tucker went to Norfolk Tuesday to see "Blossom Time."

E. M. Stevens is at New York City this week on a business trip for Stevens Jobbing Company.

Miss Lucy Miller of Boston, passed through the city Tuesday enroute to visit her sister in Columbia.

Miss Ruth Craddock of Manns Harbor is the guest of her aunt, Mrs. T. S. Mann on Second street.

Mrs. Charlie Morris of Norfolk is the guest of her sister, Miss Bessie Jones, on Burgess street.

Mrs. A. C. Hooper of Stumpy Point is the guest of her sister, Mrs. E. J. Hooper on Cypress street.

"She Looks Well In Anything"

Of course she does! But it's no bit of the gods—just good taste plus common sense. She "looks well in anything she puts on" because she is careful never to put on anything she will not look well in!

It's not a matter of money, either. Rather of wisdom in selection. No woman can dress well on money alone! We know a lot of women, and you do, too—women of modest means who find our fashion service the golden yet inexpensive key to successful dressing.

M. Leigh Sheep Co.

For COOL MORNINGS

YOU WILL ENJOY HOT CAKES.

Go to the Phone and Call 597 or 698. You can get Fresh Prepared or Plain Buckwheat. Also Maple Syrup in Gallon Cans and Pint Bottle.

ALL KINDS OF FRESH CEREALS. FRESH CITRON.

R. L. GARRETT

(Around the Corner)

MRS. VANWICK IS VERY GRATEFUL

Says She Won't Have Any Other Tonic In Her House But Stella Vitae

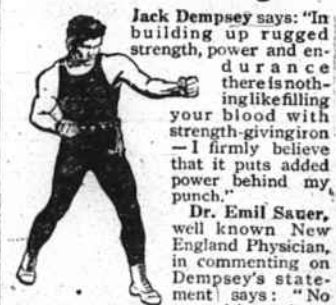
"I consider Stella Vitae the best all round tonic in the world and won't have any other kind in my house," said Mrs. Mrs. Maria Vanwick, Walthalla, S. C.

"My complaint was painful and delayed menstruation. At the time of my periods my head ached like it would burst and my back was weak and hurt so I could hardly stoop over and straighten up again.

"A few bottles of Stella Vitae put me right and I am now feeling better than I have in many years. I have tried all kinds of tonics and other preparations and Stella Vitae is the only one that stood the test and proved out all right."

Stella Vitae may be obtained from any druggist and the purchase price will be refunded if it fails to bring relief. advs27

Jack Dempsey Says Newer Form of Iron Increases Strength



Jack Dempsey says: "In building up rugged strength, power and endurance there is nothing like filling your blood with strength-giving iron—I firmly believe that it puts added power behind my punch."

Dr. Emil Sauer, well known New England Physician, in commenting on Dempsey's statement says: "No man without plenty of good red blood rich in health-giving and strength-building iron can go through life filled with vigor, force and power."

"Every thinking person should realize if men as physically fit as Jack Dempsey, Zack Wheat, Harry Hooper and dozens of other leaders in the world of sport have helped to maintain their supremacy by the use of this newer form of iron which is called Nuxated Iron, how much more important it is for the average man to see that there is no lack of iron in his blood. A surprisingly large number of people suffer from iron deficiency. Without iron in the blood, you cannot be your best, either mentally or physically, because lack of iron not only makes you nervous, irritable, and easily fatigued, but robs you of that virile force, that stamina and strength of will which are so necessary to success and power in every walk of life. To help make strong, keen, red-blooded Americans their is nothing in my experience which I have found so valuable as Nuxated Iron."

Get a bottle of Nuxated Iron today. Take it for two weeks, and if you have not, like thousands of others, obtained most surprising health, strength and energy, the manufacturers will promptly refund your money. Nuxated Iron is sold with this "satisfaction or money back" guarantee by all good druggists.

GOITRE VANISHES

St. Louis County Banker Saved An Operation By A Home Treatment

Note: It would be illegal to publish these statements if not true.

W. J. Vance, banker, Valley Park, Mo., says: "Two days before using Sorbol-Quadruple, I had a bad hemorrhage in my throat caused by tightening which produced severe coughing. Twenty-four hours from first application of Sorbol-Quadruple I felt relief, and in forty-eight hours noticed it was reducing. In three weeks, one side has vanished and the relief is beyond expression. You may use of this and I will gladly answer all questions."

Get further information from the Albemarle Pharmacy or write Sorbol Company, Mechanicsburg, Ohio.

sep 27 advt

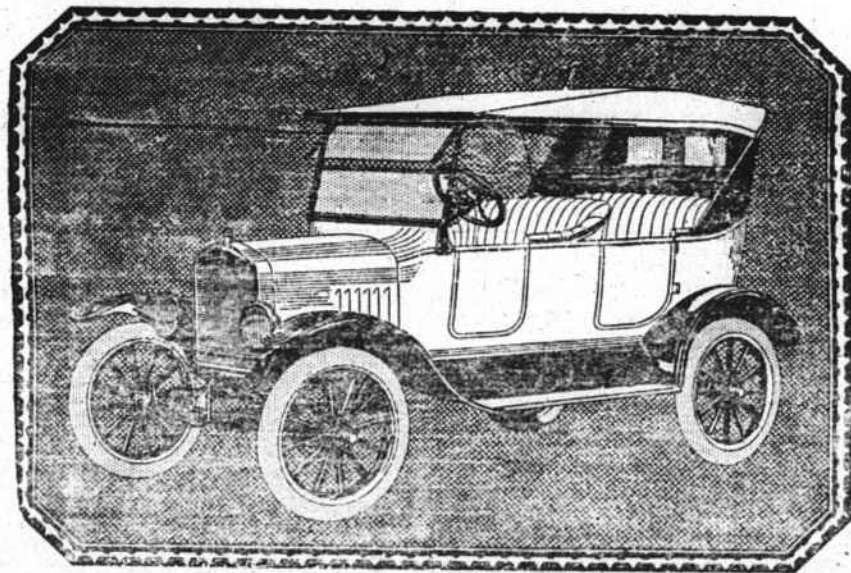
NOTICE

By virtue of a deed of trust executed on the 15th day of August, 1922, by W. W. Newburn and wife, to the undersigned Trustee, an account of the bid to the undersigned, the said deed of trust being recorded in Book 56 at page 55 in the office of the Register of Deeds for Pasquotank County, I will on the 15th day of October, 1923, offer for sale before the Court House door in Elizabeth City, N. C., at 12 o'clock, P. M., to the highest bidder for cash, all the right, title and interest of W. W. Newburn & Company in that certain warehouse constructed by it on the property of the Norfolk Southern Railroad Company, in Elizabeth City, North Carolina, which was occupied by the said W. W. Newburn & Company at the time of the execution of the aforesaid deed of trust.

DATED AND FORWARDED this 26th day of September, 1923.

M. B. SIMPSON, Trustee.

Ford
THE UNIVERSAL CAR



New Touring Car

Looking at the new touring car from the side, you are at once favorably impressed with the effect of longer, more graceful lines secured by enlarging the cowl and raising the radiator.

Slanting windshield and one-man top lend material aid in giving the entire car a lower, more stylish appearance.

An apron connecting the radiator with the fender skirts is also a decided improvement.

A comfort feature much appreciated by owners, is the additional leg room provided by the enlargement of the cowl.

Allow the nearest Ford dealer to show you the entire line of new Ford cars now on display in his show room.

These cars can be obtained through the Ford Weekly Purchase Plan.

Auto & Gas Engine Works,
C. W. GAITHER, Pres.

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CARS · TRUCKS · TRACTORS



and we will supply full information about a policy to protect your wife-to-be.

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