## The Newark Post

## Ex-President Calvin Coolidge Found Dead In Home Sidewalk Started On Academy Street-State Relief Project

## WIIE FINDS BODY ON RETURN FROM SHOPPING TOUR <br> Dath Believed to Have Been Caused By Heart Attack-Had Gone to His Office in Northampton With His Secretary This Morring While Mrs. Coolidge Went Out For This Mor Shopping

WORK STARTED ON NEW SIDE TO AVOID DUPLICATION OF EFFORT WALK ON S. ACADEMY STREET

Balleved to have been dead
FIFTEEN MINUTES WHEN FOUND According
avn Cooidge, former President of the United States, wa, Death was said to have been due to heart disease. His mad was discovered by Mrs. Coolidge when she returned from
dopoping tour. Mr. Coolidge was believed to have been dead Wot 15 minutes when found.

Mr Coolidge went to his office this morning, but retur
Mr. Coolidge had complained of indigestion during the Wh C past month but had not consulted a physicia He went to his office as usual this morning.

> Clean.Up Day
> Wednesday, January 18
> T.DERICKSON TO
> ADDRESS POULTRY MEETING

## Be of Interest to All Producers and Shippers of

 Eggs In Delaware


University Authorities Moving Trees from Path of Sidewalk


Work has been started on the sidewalk along the
Women's College campus on South Academy street, which is
one of the projects submitted to and O. K'd by the Governor's
Emergency Relief Commission, the other project being the
sidewalk around Dr. Hullihen's residence at Delaware and
South College avenues, which work, we understand, will be
stared after the Academy street project is completed.
It is planned to give all of the Newark unemployed who
have applied for work to the Mayor's Committee, an oppor-
tunity to work on these jobs. At the present time 10 or 12
men are employed.
With the sidewalk project on the Lincoln Highway, this should do considerable to relief the unemployment in Newark. The sidewalk on Academy street is considered one of
the most needed improvements necessary for Newark. There the most needed improvements necessary for Newark. There
will be hundreds of children who will use this sidewalk daily and it will do much to relieve the dangerous condition which
has existed on this road for years. No doubt this street will head the list for being surfaced on the street paving program, which we feel will meet with the approval of 100 per cent of
the taxpayers of the town.



# "Some time" You have said, "well repair that wobbly step . . put on a new roof . . paint the house or paper 

 that room."
## THAT SOME TIME IS HERE FOR COSTS ARE LOWEST IN FIFTEEN YEARS

> Look around your home today. Hasn't its up-keep, its necessary, urgent repair, slipped from your attention during busy and worried months? Isn't it, now you stop to consider it, dingy, threadbare, actually run-down in spots?

> You have delayed repairing that would maintain the value of your property. You have overlooked improvements that would add immeasurably to the joy of living in your house. Perhaps you have been waiting for a better day-when prices might be lower-when you could more nearly afford the work.

> Delay no longer! The day for repairing is here. Dollars invested in the up-keep of your home will buy more than at any time since the World War. Even if you were to
borrow the money to pay for the work, good business judgment says, "Go ahead, now." Prices are $40 \%$ lower than in fifteen years. Building materials may be had, in many instances, at less than it costs to produce them. Yet the quality is standard. Labor, which constitutes $\mathbf{7 5} \%$ of the cost of remodeling, is $\mathbf{2 5} \%$ to $\mathbf{5 0} \%$ cheaper than in ten years. And the best craftsmen are on the job.

This is today's opportunity and it must be seized today. Competent authorities point out that prices cannot remain at present low levels. In many instances, prices have already turned upwards.

You would be aiding the Mayor's Central Welfare and Unemployment Committee and the deserving men in Newark - carpenters, painters, masons, plumbers, electricians, etc.-who will work for you for less than ever before. You would be helping definitely to improve living conditions, business conditions and mental conditions in Newark.

> Repair Remodel Restore at today's bargain prices

## HELP THEM TO HELP OTHERS

THE NEWARK POST，NEWARK，DELAWARE

The Newark Post

## Thued Erers Thuratev tithor stop Culled keth <br>  <br> 10 




The Time For Summing Up

## sum up．

Hard times have brought ill winds－but they have also
ought some healthful breezes． rought some healthful breezes
Businesses and individuals have been forced to＂write down＂
ctitious valuations and standards．This has naturally caused fictitious valuations and standards，This has naturaly caused a great deal or harddhip and a long black list of bankruptcies，
But real readjustments had to occur to put a sound foundation
under family and business life under family and business life．
Those who expanded and operated on the principle that that
which goes up need never come down，and that boom prosperity would continue unabated forever，had to be deflated

The individual has found that it is possible to live happily and comfortably on a pre－war basis．He has found that the ar
biter of wages is what the dollar will buy．He＇s come down to biter
earth．
These are the＂healthful breezes＂of depression．The deck
have been cleared for action，and the way to recovery is open． As for the problems of depression，they are still vital and
intense．Writing in the Yale，Review，Sir Arthur Salter ob－ intense．Writing in the Yale，Review，Sir Arthur Silter ob
served that 1933 will be one of the most crucial years in moder sistory，

The pressing and increasing weight of taxation stifles the
tal（industry）of the world，creating unemployment and pre－ The pressing and increasing weight of taxation sinies the
capita（industr）of the world，creating unemployment and pre
venting industrial expansion and the further investment o money．
The burden of armaments，with their drain on national in－
comes and their constant threat to world peace，grows greater． In every important country the cost of warr，past，present and
future，is the major item in the national budget．
The question of foreign trade looms large on the economic
horizon．In normal times，foreign sales amount to ten par cent horizon．In normal times，foreign sales amount to ten par cen
of the gross in this country－and ten per cent is the margin be－ of the gross in this country－and ten per cent is the margin be－
tween protitand loss in the average business．Today foreign
trade is almost nonexistent，due largely to a new and intense traid is almost nonexistent，due largely to a new and intense
spirit of ecoonomic nationalism which finds its expression in tarift
wars and emlargoes．Almost every economist of distinction， wars and emkargoes．Almost every economist of distinction，
here and abroad，stresses the need for revitaizing foreign trade
as a factor in the work of reeovery．Tied up with this is the as a factor in the work of recovery．Tied up with this is the
problem of silver，which affects the purchasing power of halt the world＇s people．When silver is depressed，as at present，the sil－
ver standard countries are unable to buy in the gold standard The picture at home is undoubtedly more encouraging than
the world picture．We have the finest industrial organism in the world picture．We have the finest industrial organism in
existence－we have the factories and the machines and the farms that are adequate to our needs．Our utilities，our railroads，our
oil companies，our insurance institutions，are the harbingers of American progress．They represent honest national assets，as
against the fictitious assets we counted on in the boom days． against the fictitious assets we counted on in the boom day
Because the machinery－of distribution has slowed，it does no Our greatest single．problem is unemployment．Ten mill
lion of our working population is at present out of a job，and its
buying has come to a stop．Much of this unemployment is tem－ buying has come to as astop．Much of this unemployment is tem－
porary－part of it it the resultt of machine displacement of
labor．Today the foremost industriaists are working toward abor．To oday the foremost industrialists are working toward
plans to shorten the workng day and the working week and to the able and willing worker a livelihood in bad times as well as
good．It is difficult to believe that their efforts will－end in failure The weight of taxation，which forces retrenchment，is
ing the employment of many of those now seeking jobs．

This is America at the opening of $1933-\mathrm{a}$ vast and incal culably rich land，which is gradualy emerging from depression in the days of the Argonauts．It has lost nothing that it really possessed．Its earth is still fruitful，its mines are still filled with metals，its factories are ready to make the necessities and luxuries its people want．Its people are courageous，and they
still have faith．Its leaders retain those vital qualities－intell． still have faith．Its leaders retain those vital qualities－intelli
gence and vision．America will pull out of the depression－and from the lessons that depression has tauight，it may find a means
of preventing both extreme rises and extreme drops in the eco－ of preventing both extreme rises and extreme drops in the eco－
nomic and social cycle，and of creating genuine，permanent and sound prosperity．
Let the people curb the tax bill and the first great step will
be taken toward industrial recovery and employment．

## Take the Long View

In any discussion of the co－operative movement，the long－
time view must be paramount． Any farmer who expects his co－operative to immediately a bang，is doomed to disappointment．No human agency can do
and those things overnight．The strength of cooperatives is in that
they are carefully and soundly laying the foundation for future they are carefully and soundly laying the foundation for future prosperity－not toom prosperity，which goos as
In doing this，the co－operatives must ask members to make
emporary sacrifice．It is occasionally possible for the perative farmer to get a slightly better price for what he sells operative farmer to get a slightbut better price for what he selis
than the co－operative farmer－－ut proft of that kind is danger－ ous indeed．It stems from a well－defined effort to wreck the co－ operatives－and again put the
puny resources to lean upon．

Better prices，surer markets，improved living and working
ditions for agriculture－these are what co－operation stands conditions for agriculture－these are what co－operation stands
for．If they are worth achieving，every good co－operative is worthy of all support and loyalty from the farmers of its ter－
ritory．
Newark New Century Club News

| After＂reves since December 19， 1032，the Newark New Century Club will rosume its meetings on January 9．Mrs．Newman Rose，Shanghai， Chima，will give an informal talk on cent trip to United States．Mrs．Rose Ap visititing relatives in Newark until ， <br> The Club Chorus will meet at 1.30 program and the class in contract bridge will have its fourth and last lesson at the close of the best meeting The brige class will be anked at this time whether they de sire to continue the lessons next | spring．second reading of the proposed amendment to the Constitution as re－ gards regular club meetings will be read．If the proposed amendment is passed there will be nine meetings in club year．The amendment proposes the 1st and 3rd Monday of each month to every other Monday． <br> Chairmen of committees are re－ minded of the Scrap Book Picturee． If any chairman is able to get hergroup <br> picture， 3 she is asked to notify the publicity chairman． |
| :---: | :---: |




| Mrs，Mavromatis．Mr．Makavys，who is connected with the Animal Industry Department of the University， 18 now |
| :---: |
|  |  |
|  |  |

 returned to their homes nfter spend－
ing the hoildays with Mr．nd Mra
M．M．Daugherty，of Orchard Road．
Mise Betty Hackett，of Wilmington，
visited Miss Doroty Crossgrove over
the past week－end．
Mr．Mumford，or Emporium，Pa，is
visiting Mr．and Mra．Carl Mumpord．


Lags Fridy $\frac{\text { York．}}{\text { anternon the little }}$
Jaughter of Mr and Mrs．Harry Her．





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 E＝＝wix $\mathrm{Evan}^{2}=\mathrm{F}=\mathrm{z}$




AN ELOPEMENT AND A TEA PARTY IN OLD PENCADER HUNDRED

One evening late last Summer as the Mother of Men
and I sat for awhile on the back porch and hater in the and I sat for awhile on the back porch and later in the
front room of one of Glasgow's time mellowed old brick frout room of one the traffic roared East and West on U. S. Route 40, once a section of the historic New Castle and French-
town Turnpike, a lineal descendant of old Peter Alrichs, town Turnpike, a lineal descendant of old Peter Alrichs,
one of Delaware's earlier Magistrates, told us these tales one of Deeawares eariler Magistrates, told us these tales
 try to remember, I cannot but believe them to be true.
Away back in 1750 , William Faries purchased from Away back in 1750 , William Faries purchased from known as Ferris' Corner, about two miles East of Glasgow. Dying in 1760 , the property was inherited by his chilidren.
Jacob, Samuel and Margaret. In 1770 Jacob purchased Jacob, Samuel and Margaret. In 1770 Jacoob purchased
his sister's share and in 1773 his brother's interest. Later his sister's share and in 1773 his brother's interest. Later
he purchased additional land and despite the British ban on industries in the Colonies, started a mill or a factory for the making of what in those days were politely known Between the Faries, Faris or Ferris family (the name is spelled variously and the Sharpes of Chadd's Ford,
Pennsylvania, existed quite a friendship; the families were more or less distantly related. The Sharpes had a daughter, Kezia. "In these days, probably in those days a "pert chit.". In any event she
had and It occurred to the Sharpest that if Kezia could be removed from the neighborhood of the ardent if undesirable
young men of about Chadd's Ford into a young men of about Chadd's Ford into a more sequestered
community, the change might be beneficial and knowing Jacob Faries as an honorable man they sent word to him suggesting that he take Kezia down to his home and that for her board and lodging she could work at stay making and incidentally, earn the trade.
the Sharpe home when arrangements one day appeared at the Sharpe home when arrangements were concluded to
the satisfaction of the elders. I do not recall that Kezia
was consulted.
However, Mother Sharpe had a few misgivings. The
eldest of Jacob Faries children was his son known as young eldest of Jacob Faries children was his son known as young Jake, a personabee and as the as Jacob, Sr., left the Sharpe home with Kezia seated on the pillion back of him, her mother catiled out "Keep your eye on Kezia and young Jake," Kezia, I am told, said nothing, but she would have been a most un-
usual young woman, in any age, not to have accepted her mother's farewell as a challenge
hot been pinquity, they say, works wonders and Kezia had ound themselyes much more interested in each outher Jake Kezia, no doabt, remembered her mother's parting words. In those days when you were married you stayed married, so one day without consulting their elders they rode on horseback to New Castle and were married; then
being honest, upright and unafraid, they set out for Chadd's Ford to break the news to the Sharpes.
We were not told how cordial was their reception at
the Sharpe homestead, but when the evening meal was the Sharpe homestead, but when the evening meal was
served Jake was seated at the table with the elders, while served Jake was seated at the table with the elders, while
Kezia was put at another table with the children and as
if that were not sufficiently humiliating, when the time
came to retire Jake was given the guest room to himself, came to retire Jake was given the guest room to himself,
while Kezia (she must have been quite young) was put in the trundlebed with the other children. It can scarcely be conceived that such arrangements
would not be resented by the bride and groom and we are would not be resented by the bride and groom and we are
not surprised to learn that early next morning they set out again on horseback for Ferris corner, We were not told what were their farewells, but I Io
understand that from then on the friendship between the understand that from then on the friendship between the Faries and the Sharpes experienced a marked coolness.
Evidently the Faries family did not share with Sharpes in their attitude toward the elopers and shortly after we find them established in a home of their own, either in the old family home (it became Jake's after his
father's death in 1818) or on one of Jacob Sr.'s farms nearby In any event youns Jake soon became a man of af fairs and a patriot, ardently espousing the cause of the Colonies.
Whether or not the English Government had tried to put a stop to stay making is not known, but Jake's espousal
of the cause was consistent to the extent that not only would he purchase no tea, but also he gave direction that every whit of it in his household should be destroyed. own and while she shared with her husband in his resoown and while she shared with her husband in his reso-
lution to buy no more tea, she could see no reason for destroying what she had in store and quietly concealed at least a part of the supply.
Young Jake as a member of a local committee was sum-
moned to meet with a larger committee in Philadelphia moned to meet with a larger committee in Philadelphia
and in compliance therewith rode to "Christeen" to take and in compliance therewith rode to christeen to take
the patket boat while Kezia having known of the pro.
posed trip several days in advance invited some of her good women friends in the neighborhood of Ferris' Corner to tea party. missed the alas for the well thought out plan. Either Jake missed de bobat or he learned that it would not sail until walked into the house to find the brass tea kettle boiling merrily on the hob and the guests sitting in pleasurable Young Jake was a m man of action. Siewing the tea
kettle he threw it out of one door and pieking up Kezia, e tossed her out of another. With all his wrath young Jake was careful enough
not to toss his wife out head first and Kezie unhurt (she not to toss his wife out head first and kezia unhurt (she
must have been quite young still) ran around the house and in the front door, crying, "You think you're smart, I think that the tea party broke up without further ceremony, but I am sure that the incident provided a
choice bit of gossip for the neighborhood a long time thereafter. Be that it may, there is no record that either Jake or Kezia permitted this incident permanently to mar their married life, but Kezia rescued her battered brass tea sions of her great granddaughter, Mrs. Susan Ferris Ward and no amount of persuasion would or could induce her
either to part with it or to have the dents smoothed out

NEW COFFEE TIN
INTRODUCED HERE
$\qquad$
 The essential difference in this new type vacuum tin, which keeps, coffee
fresh indefinitely until opened, is in in acceass to the coffee in the can. Such a patented construction mah
it possibe
only
tio pry off the lid
with siry a little pressure, remove the de-
sired
umount of the contents and
hen tightly re-seal the tan hen tightly reseal the con angain, and
feature which materially aids in in pre. serving the coffee
reaches the home.
Coffee experts of the grocery com.
pany say of the new Many months were spent in experimentation, research, spent ind inexperi-
 Yould be distinet by virtue of its
flavor, पuality and aroma. We are
and satisfed that our objective has been
accomplished "Acme Coffee is now a solect blend
isouth American and Certified Arabian Mocha Amand Java coffees. "Mocha and Java coffee have al-

 "At the same time Acme bend was being deveroped, we
Also looked for an appropriote tainer. This rew vappropriate con-

 Charles farrell in "tess
OF THE STORM
COUNTRY" Sith the coming of "Teas of the

 | favorites in what is said to bo the |
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| nost exciting and dramatic offering | they have yet made and a picture

very different from any of their previous vehicles.
The story deals w The story deals with a hectio nd-
ventures or a se-a-atpanis of daughter
who comes to who comes to
time in her life
With its ot the Captain's spening schooner and the pice turesue setings of the shore seenees,
the production adds $n$ scenic renism Gaynor's work ave the fery and Miss Denfent fisher-girl and Farrillss
performance as the carefree young: time, are eceoonters love for the first

## Buy HEAT not bulk for economy


$\mathbf{I}_{T s}$ what the tuel produces - that determines heatins comfort and convenience. It's "how long it lasts" in your furnace-not "how much space it takes up" in your cellar-that determines heating economy

We know there is far more heating value per ton, in Old Company's Lehigh Anthracite, than you'll find in fuels that bulk much larger. We know, too, that Old Company's Lehigh lasts much longer, requires only a minimum of attention and furnishes clean, healthful, even heat!

But we want you to prove these things to yourseif - and for yourself. Order a ton of Old Company's Lehigh Coal and make the simple test described above.

## E. J. HOLLINGSWORTH CO.

PHONE 182
Newark, Delaware


## Maxwell House or Del Monte Coffee ${ }^{\text {bit }} 2.9 \mathrm{c}$

The AGP Coffee Trio, Far Outsolling Any Other Three Coffeen

## $80^{\prime}$ Clock Coffee 19 c Red Circle Coffee ${ }^{15} 21 \mathrm{c}$ Bokar Coffee - 16 tin 25c

## Just a Few of Many Outstanding Valute Our Big sannuary Houshold Sal AT A NEW LOW PRICEI

Palmolive Soap 3 cto 17 c 10 Qt. Pails osicise vect14c

 \begin{tabular}{ll|l}
THE GRANULATED SOAP1 \& OPENS CLI <br>
Rinso \& loe pkg 19c \& Drano

 Scot Tissue - 3 rolls 22c $\quad$ Statler Paper $\begin{array}{lll}\text { NEW Large barsi } \\ \text { PEGG Soap }-6 \text { for } 19 \mathrm{c} & \begin{array}{l}\text { cleans } \\ \text { Brillo }\end{array}\end{array}$ HardwaterSoap 12 cake39c Yellow Soap - 3 baik 10c 

cleans closet bowls! <br>
Sani-Flush
\end{tabular}

$\left.\begin{array}{l}\text { 1-Soft Cotton Mop - (19c) } \\ \text { 1-Sturdy Mop Handle - (1Oc) }\end{array}\right\}$
29c
IVORY SOAP $4_{\text {cake }}^{\text {zuese }} 14 \mathrm{c} 4_{\text {cake }}^{\text {med. }} 19 \mathrm{c} 3_{\text {cake }}^{\text {Late }} 25 \mathrm{c}$
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SUNBRITE CLEANSER $3 \mathrm{con} / \mathrm{lc}$
NEW PACK
Grapefruit

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Blue Ribbon $\begin{gathered}\text { BOULILON } \\ \text { CUBES } \\ 3 \\ \text { ame } \\ 25^{\circ}\end{gathered}$


CROAKERS OR PORGIES

Meran

SuiboiLesson

## Lesson for January 8



The Balance on the Profit Side
"The contribution made by the electric utilities, in the past
ty years, to the comfort tand haptines of a fimost the entire forty years, to the comfort and happriess of amost the entire
population and to the progress of eiviliztion generally, has been so tremendous that if all the things alleged against the industry
by al ilis critics and enemies were true, the villue of this contribution would exaeed its iost a hundredtord, "said Frank A. Reidid
chairman of the Section of Public Utility Law of the American Bar Association, ree entlly:
What the enemies of the electric industry forget is that per-
fection is not of this world. As industries soo the electric is com-

 fluences have crept into the groery business, the lumber business,
the oil business, and every other business known to man-including that of government.
Even so, tew industries can pint to standards as high as
those generally prevailing in the electric. Itss pioneers, for the most part, were men of vision and daring, whose principal interest
lay in creation rather than in financial profit alone Those who

 Well as manufacturing industries, and they have lowered rates to
the point where they are a fraction of the pre-war level. That is the point wher
achievement.
 out, the balance left on the profft side is isinnitely greater-and in.
fintely more worthy of being talked about.

## Another "Taxless" Town Myth

Recently a California newspaner published an article headed
ight Plant in Florida Carries Tax Load of City," the city being Jacksonville, whose experiment with municipal generation and distribution of power has caused national discussion. It said
that next year the light plant will contibute more than $\$ 2,000,000$
to to a total budget of about $\$ 4,000,000$, and that within five years
the city will possibly be absolutely tax free, because of power pro The article was answered by the division manager of a large
California electric company, who compared conditions in Jacksonville with those in Sacramento, which is served by a private
utility. The facts disclosed in the two articles are illuminating. Jacksonville's tax rate would be 36.5 mills if it were not for
the municipal plant. In other words, the residents of the city the municipal plant. In other words, the residents of the cit
pay a large share of their taxes through their electric bills. In A Jacksonville consumer using 35 kilowatt hours a mont must pay $\$ 2.45$-in Sacramento he pays $\$ 2.03$. If he uses 100
kilowatt hours he pays $\$ 4.95$ in Jacksonville, and but $\$ 4.30$ in Sacramento. difference in commercial lighting is still greater. A
The while in Sacramento it pays but $\$ 5.00$. A large concern, using
5,000 kilowatt hours, pays $\$ 245$ and $\$ 145$, respectfully. The final test, of course, is the over-all rate for all classes o
socic. In 1930 Jacksonville power was sold at an average cost of nearly four cents per kilowatt hour while in Sacramento the
average rate was 2.76 cents. Further, the private utility paid
about ten per cent of its gross in taxes-a cost escaped by the about ten per cent of its gross in taxes-a cost escaped oy it is
Jacksonville municipal venture. Deducting these taxes, it
found that the average Sacramento rate was but 2.4 cents-mor than 40 per cent less than in Jacksonville. The situation in Jacksonville is little different from that in
other communities which have adopted municipal ownership. other communities which have adopted municipal ownership. money comes out of.

## Strengthening Political Leadership

In view of the demoralization and lack of leadership which is alleged to have resulted in the field of politics from the direct
primary system of choosing nominees, a league of young men in primary system of choosing nominees,
It would have enacted by the next legislature, a law provid-
ing for pre-primary conventions to be held by all political parties ing for pre-primary conventions to be held by all political parties
for the selection of such candidates as they choose to nominate and further providing that such nominations may be approved or disapproved at a subsequent primary
of a specified percentage of the party members. This move denotes the incre
tem in Illinois
A pre-primary convention would tend to conserve party or
ganization and discipline. Many of the best men will not be "sel ganization and discipline. Many of the best men will not be "self
starters" in the ordinary primary, but they would enter politics
if if drafted in a convention. Furthermore, many busy men will not make two campaigns, as they have to do under the direct
primary-one of nomination and one for election.
We must preserve two strong parties to have a sound govWe must preserve two strong parties to have a sound gov-
ernment but both parties should have a method of controlling ernment but woth part dictation from the State. It is to be hoped the Cook County idea may show the way to
stronger leadership in political affairs.

##  <br>  

rates are promulgated on the actual investment value. Thus, in thesis, the utility will be buble
pay Both theories rurn on its outstanding obligations.
 phene
penaize neither the the publich nor the utility ivivestors for nat a chanve ion complicated for any set formula. And that hits the nail The Evening News ilikewise points out that the problem is seitled. The fuece fact that the countse if and commissions as aputably


What Is A Utility Worth?
During the last few years the public has heard much of
utility yaluation. A lony and chaotic battle has been fought be-

 une of the reproduction theory of the value works to the advantlineor gee tuaity, inasmuch ns the replacement of plants, power
innes, generating stations and other facilities would cost
consid innes. generating stations and other facielities would cost consid-
erably more than they orriginally coost. In a period of descendid Values-as bet ween 1930 and the present-reproduction value
very $i$ ikely to fall below the actual investment value. Thus,
${ }^{\text {frst }}$
nis. …nem

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## \section*{Headlines and Humanity}

We are a nation of headine readers. In the newspaper profession the headine is supposed to tell the whole story for the
 line writer. Over a story of a man named Doolitte, who was
charged with failure to provide for his 9 -year-old son, there ap-
pears this head: "Doolittle Does Little For Little Doolittle." That pears this head: "Doo
tells the whole story.

## Selling Public Improvements

In all fields of endeavor where private capital governs, there
"modus operandi" based on advertising or on a process of is a "modus operandi" based on advertising, or on a process of
education, information or enlightenment, by which to sell goods or services or ideas.
Business for profit is self-suggestive of self-perpetuation, and
at once works toward that end. The result is a never-ending flow of trade and commerce.
If the housewif
If the housewife does not know of an improved can-opener,
she son learns of it, buys one, and to that extent her life is made
easier. Organion business of which is to inform the world or the trading area of
its products, and to sell those products. If there were no adver nising, either by the printed page, word of mouth or other recogwould still, pound away at the can with a butcher knife used as a
hammer or punch, and much to her own discomfort This is not an and mertisement for can-openers. It is an appeal
for EYE-OPENERS. If private business is so successful at sell ing domestic improvements, who is going to " "sell" pubsic improve-
ments? Chambers of commerce, service clubs, farm bureaus, and other community organizations, with a great deal of success en
gage in the business of selling the desirability of community development. The newspaper comes onto the scene with a share of the work. But because oftimes the particular project under
consideration does not immediately and directly benefit the tax payer, that is, it does not give him a can-opener to open his par-
paicular can of soup, he is reluctant to agree to more taxes. The ticular can of soup, he is reluctant to agree to more taxes. The interest. It does not convince him that he should think in terms
of community betterment when there is so much involved for him of community betterment when there is so much involved for him
to pay toward its accomplishment. The amount of taxes to pay does not justify the expenditure, he thinks, and he is often right
in his thinking. At the same time, he is sometimes wrong in his
hinking, considering the common good and the necessity for advancement.
But since capital is not amassed in the government or for istration, it is clear that one reason for the slowness of publi improvement is a lack of this definite "selling" factor. There is
no one whose business it is to demonstrate the community canopener, or who will assume the burden of so doing.
Thanks to public spirited citizens and officials and to the
and work of civi
miss game.
What
What every community needs is to loosen up, not tighten up. in 1933 . There is no use stopping and giving up unless we all
want to admit that we're licked. We can't believe that the citizenry of the Town of Newark is made up of the kind of stuff

| The Biggest Money's Worth |  |
| :---: | :---: |
|  |  |
| ding on an instant's notice, tireless men able to |  |
| ng-turn cranks, pull ropes, drill holes, pump water, saw wood, rate sewing machines, milkers, fans, light your home, cook |  |
|  |  |
| your food and if you wished, carry your voice around the world. |  |
| less than the cost of a package of cigarettes, |  |
| a shoe shine, or the price of admission to your neighborhood movie theatre. |  |
|  |  |
| This sounds like a glamorous impossibility from the tales |  |
| sey Public Utility Information Committee. You can hav |  |
| men-not in the flesh, of course, but their labor. You |  |
|  |  |
| ing a switch. It is always reab. It is as efficient at the end of |  |
|  |  |
| the day as at the beginning. And it doesn't want-vacations. <br> This little illustration symbolizes the electric age. A kilo- |  |
| watt hour of electric energy costs a few pennies and, as has been said, it is equivalent to the combined efforts of thirteen huskies |  |
|  |  |
|  |  |
| PUPILS VIEW WOODLAND THINNING DEMONSTH |  |
|  |  |
| On Tuesday afternoon, at the farm of O. A. Newton \& Son at Bridgeville, |  |
|  |  |
| the Vocational Agricultural s |  |
| of Bridgeville, Greenwood, Milton,Laurel and Harrington High Schools, |  |
|  |  |
| and 4-H Club members of Kent and |  |
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| thinning demonstration and received instruction on judging of Record of |  |
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| try Deprent The instruction on |  |
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Better Breakfasts
Fing wit

Milford Cross Roads
School Notes Mie ran Matiand nyum





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## WANTED

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FOR RENT


FOR SALE


## INFLUENZA

How To Safeguard Yourself and Others

##        <br> |  |  |
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|  |  | <br> STATE POULTRY ENTERIES CLOSED

## The fact that all the exhibt space upon preaentation at ot other of the

SCHOOL NEWS
Home room organizations
Room 217, Grade 7 , Section
Teachers-Miliss Johnson, Mise Mc.

## 

Statement of Condition
December 31, 1932

RESOURCES
Cash and Due from Banks
Bonds and Investments.
Loans Payable on Demand
Time Loans and Discounts
Banking House and Furniture
Other Real Estate Owned.... Interest Accrued.

Liabilities
Capital Stock
Surplus and Profits
Reserve for All Purposes
$\underset{\text { Deposits }}{\text { Mortgage }}$

Farmers Trust Company NEWARK, DELAWARE

SERVING THIS COMMUNITY SINGE 1886

## Breaking Zoning Regulations

It's a poor rule that can not be broken, but it is sometime planning and zoning regulations of the city of Chicago, D . Burnham, pre
recently said:
"In almost every zoned city and village in the region
of Chicago, during the past two years, requests have been made for special permission to do things which are i
"Some have sought to dev
"Some have sought to develop a commercial garage
paint shop or repair shop in a residential neighborhood paint shop or repair shop in a residential neighborhood
while others have proposed to establish beauty shops while others have proposed to establish beauty shops,
bakeries, laundries and stores of all kinds in their homes. To wink at such violations or to allow them by official
action may cause irreparable damage to the neighborhood or the whole community, while benefitting only a
few, from which it can not recover when the period of
emergency has passed.
"Such damage would permanently outweigh an temporary benefit that might be gained by a very sma
number of the peopler Zoning officials are always sym number of the peoplee, and where there are circumstance which, even in normal times, would justify approval of
minor variations, they are granted and properly 80 .
"However, the use of the present economic situation as an excuse for breaking down our zoning laws, is
dangerous, particularly since we all know that it is temporary and will not long serve as an excuse.
Mr. Burnham has hit upon an important phase of the prese period of depression. His theory would apply to other "alibi" ills sought to avoid. It is so easy to break any rule or regulation
that it takes strong official action sometimes to withstand ill that it takes strong of
advised popular clamor.

Read the Personal News
First in The Newark Post
Beans in Brown Bowls


