AME AND FISH COMMISSIONERS WANT INVESTIGATION BY STATE SENATE



| Lesson for February 5 |
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MERVIN S. DALE
DIAL 322
Courtesy Parking Coupon


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alue-giving event. Driving at a safe rate of speed you

are only 20 minutes from Wilmington.

## GILDA GAY



# Two Million Americans <br> Never Saw An Elephant! 


#### Abstract

That's why the cirens will come back nest year. "Same old stuff," says you. Same old animals. Same old stunts. Same old ballyhoo. Maybe a few new frills, but mainly the same old circus you saw when you were a kid. All right! Bat every business man should be compelled by law to see the cirens every year because of the Great Advertising Truth taught therein. For the same old elephant walks around, but between the time that you saw the elephant walk around this year, and the time when you'll see the elephant walk around next year, two million Americans will have arrived in this fumny old world. AND that is why, year after year, the elephant walks aroumd. That's why the cirens will come back nest year. "Same old stuff," says you. Same old animals. Same old stunts. Same old ballyhoo. Maybe a few new frills, but mainly the same old circus you saw when you were a kid. All right! 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Each year brings throngs of new citizens who never saw an elephant. Who never tasted Kellogg's Corn Flakes, nor ate Bond Bread. Who don't even know who operates the oldest retail store three generations. They're starting right from seratch.
lion boys reach the girl-crazy age and start shaving the down off their chins for the benefit of a million young women who suldenly
ND year after year, in spite of everything, two million young folks up and get married and start new homes. Every day in every year new people become interested in ads of diamond rings, baby carriages, high hats, and evening gowns. Yesterday they weren't interested. Today they are. Tonorrow other people will be.
That's why it pays to keep on advertising, and advertising and advertising. The market is not static, but changing. You're not advertising to a grandstand, but to a parade always on the move,
Cood advertising of good merchandise never loses its pull. Even if to yon your message seems so familiar as to be trite, to
The girl going away to college is just as excited about finding
things to wear as was her grandmother on a similar oceasion. To the boy who has made up his mind to pop the question next Sun-
day night, your ad about diamond rings may be the most interesting item in the newspaper. There are stores advertising today who were advertising when Martin Van Buren was president. To some readers these ads are "old stuff," but to others they are as
The circus will return, gay and noisy and flamboyant
Throngs of kids will stare with goggle-eyed wonder at that strange before will cation. They'll betray themselves with loud laughter when the clowns crack jokes that Noah told the animals in the ark. It is possible that some people never heard these jokes before? Quite so-and it's even more possible that a lot of people who OUGHT to know more about your product DON'T.
So the elephant walks around, serenely confident that among every blase group that says: "That's just an elephant," some eager voice will ery: "So THAT'S an elephant!" His benign wisdom seems to apprehend the fact that every year brings two million new Americans who never saw an elephant. The only way to deny these truths is to say, "There ain't no such animal as an elephant."

## THE NEWMRK POST

Printing Publishing Advertising
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rinting Publishing Advertising

BEHIND YOUR GOOD Telephone SERVICE

IS THE CONSTANT COURTESY

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## BELLTELEPHONE

 MEN AND WOMEN| $\begin{aligned} & \text { LLORUM } \\ & \text { NTROL } \end{aligned}$ | Jay S. Steinouer Praised For Long Record Of Safe Driving |
| :---: | :---: |
| SOUGHT | Made Member Of Bell Company's Honor Sociely |
| $\begin{aligned} & \text { gulations Set } \\ & \text { State, Points } \end{aligned}$ | Honor Society |
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|  | WEEK TO WEEK in |
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|  | WASHINGTON |
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## E. J. Hollingsworth

 Company Lumber, Coal, Fuel Oil, Mill.vork, Building Materials. Hardware, Paints, Glass, Fen

 - - - why, year after year, the elephamt walks around.
ce generations. They re starting right from seratch.


 some readers it will be News with a capital N 2new animal, the elephant. Older folks who never saw a circus



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THE NEKGRK POST




 | Newark, Delaware. February 2. 1139 |
| :---: |
| SCOUTING AND AMERICAN IDEALS |

 and cooperation, tolerance and religious obligation, and hom-
age to the responsibilities and privileges of participating
citizenship. It is a welcome portent for the future of American democracy that more than a million and a quarter men
and boys are now active members of a Movement which, al
though founded to capitaize on the love eall boys have for
adventure in the outootdoors does not fail to provide prac
. adventure in the out-of-doors doos not fail to provide prac-
tical ways for hhleping them fuffill the obligations felt by


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For several years various bureaucratic agencies of gov
ernment have sought to cenor the advertising columns of
newspapers and periodicals, presumably to protect the pub newspapers and periodicals, presumably to protect the pul.
lic from false representations on the part of advertisers.
These efforts have been supplemented by activities These efforts have been supplemented by activities
Better Business Bureaus in various cities, which have in
posed a sort of unoficial censorship on the advertisisg their members, and indirrectly over non-member competitor
While the ostensible object of these forms of cesorshi
seems laudable the trowle is that whe seems laudable, the trouble is that when the censors once ge
a foothold they never know where to stop. The old human
desire to dictate to and interfere with our fellowmen leads desire to dictate to and interfere with our fellowmen lead
to the list for more and more power.
Recently two of the largest automobile companies were Recently two of the largest automobile companies were
forced to consent to discontinue certain advertising practices
which were entirey hawful) ovood proseution which in all
probability would have uesulted in accuittal. Commenting probabity would have resulted in acquittal. Commenting
on the matter the San Francisco Chronicle, an independent
newspaper, said that these companies, with the attorney
general's pistol at their heads, bought off proe general's pistol
agreement to desi.
and moral right.
Newspapers should be alert to point out and condemn all unreasonable attempts to encroach
those of their legitimate advertisers.
Mathematical problems may be worked faster with the
aid of a giant slider rule recently constructed. It has seven scales, all of which are based on logarithms.

[^1]

## Thursday <br> Thursday

WOR BROADCASTS
NEW PROGRAM FOR
FARM LISTENERS





## CHICKS

SCARBOROUGH'S HATCHERY \& POULTRY FARM

DO YOU HAVE
INSURANCE PROBLEMS?
CONSULT OUR INSURANCE DEPARTMENT

Newark Trust Company

3821
Dial

## (1)

EEON A. POTTS

Ira C. Shellender
OPEN
For An OFFER

- Chaperel and location-S Sats Parkh Place

FUNERAL
DIRECTOR
 Iitle island was Guan. Short
Ither her entrance into the harbo
he Spanish Governor came aboar tause of lack of ammunition,
he took to be n naval solute.
dismay and consternation was
 $=2$


Social Events Around Newark
MARRIED

"THE BEST FOR LESS ALWAYS"
The Finest Anthracite
COAL

## H. C. Malcom Co.

 155 E. MAIN St. NEWAREveryone Meets At The
Cross-Rhodes Of Newark
everyday cards for every occasion birthday IVERSARY ET WEL bon voyag

## RHODES DRUG STORE

Sewer Assessment Notice

The sewer assessment as levied on properties on Benny Street is now on display at Rhodes' Drug Store and the Office of the Council of Newark.

Appeal night will be between the hours of eight and ten on Feb ruary 6 at the Office of the Council of Newark.

COUNCIL OF NEWARK

Tamargo Beauty Salon


R. T. Jones

Upholstering
nd Repair Work of All Kinds All W'ork Guaranteed

122 West Main Street



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 Fact For sut




Roamin

Rutledge
LOCAL SPORTS FEATURED WEEKLY IN The Newark Post

## Hen Tankmen Disorganized By Exam

 Yellowjacket Floormen Hang Up Second Win In Two SeasonTESTS REMOVE ONLY ONE HOUNDS TO Morrison, Idle, Takes Lead MAN BUT SHIFTS NEEDED COMPETE

Hard Luck Continues To Dog Heels Of Coach Ed Bardo; Delawar Homan, Freshman, Out Of School

IN TRIALS<br>Two-Day Event Scheduled At Eastern Course

When Riley Defeats Tweed


NEWARK PASSERS
CONQUER SALEM
Norris, Bellma Lead Wav To 46-28 Victory

Flashes
Bill Fletcher
A
with a dull-ed
Blue and Gold
Blue and Gold
gentle hands.
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FLASHES

Bowling

## Modern Elkton Laundry Operates Newark Branch



Erosion Dinner


Price, Profits and Demand
$\qquad$
ORCHIDS A NICKEL IN LITTLE KISS


DON'T TRY TO TREAT COUGHS WITH HOME-MADE REMEDIES
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## Wavisixatave



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[^1]:    Six-foot, 200-pound Policeman Arthur C. Peterson tried
    the door of a store in Malden, Mass, so vigorously that he set off
    ficers.

    Five gypsy babies yelled so lustily when a gypsy band wa
    lodged in a La Porte, Texas, jail that the lodged in a La Porte, Texas,, jail that the
    leased the whole outfit to get rid of the noise.

    A "hen-rooster" owned by Mrs. Claude Critchfield
    Vincennes, Ind. lays an egg every other day and crows the alternate days.

