patronize

## THE NEMRK POST



## FIREMENS MEETING HELD HERE

Essay Contest
Prizes To Be
Awarded Feb. 10

Civic And Business Improvements Sought


LIONS TO ENTERTAIN COUNCIL AT DINNER

Street Lighting To Be Theme Of Session Tuesday Night

PHILLIPS
NEW HEAD
Beekeepers Elect
Officers At
Annual
$\qquad$
nnual Session $\begin{aligned} & \text { uve of the Holoppane Company } \\ & \text { street Hghting specillite }\end{aligned}$
Mam

## SUNDAY SCHOOL SURPRISE <br> LESSON BIRTHDAY AFFAIR

Christiana Woman Is Guest At Party Thursday

PERSONALITIES
S. FAYETTE CARTLEDGE

MID-WINTER CLEAN-UP SALE

## of

## 1937 WALL PAPER PATTERNS

Wax, Plasters, Embossed, Sun-Tested, Imperial and Mayflower genuine quality buys At 12c Double Roll no advance in prices

MAKE
SHEAFFER'S your headpuarters
Dial 6252


Beautiful Riverview Cemetery Est. 187 Supt. William H. Roth Most Efficient

Fine Line Of All Men's Furnishings Stocked By John W. Toadvine Alway

## Frank Russo, Druggi Gives Prorsonal Duty

Live, Dressed Poultry At 1staach. Ahornton
Estabished in busings 25 ye
ago and constantly maintaining p
and
gressive poticiese which have b
widespread prestige and satisfacti




## In 1938

 WATCH TWO NEW FORD CARS Go By- Ford was the first to give you economy in an automobile.
Ford was also first in giving you V. 8 periormence at low cost.
For 1938, the Ford Motor Company gives you still greater value with two new Ford
V. 8 cars-each specially designed to meet $\alpha$ particular need.
The new De Luxe Ford V- 8 lifts lowprice motoring to now levels of luxury. De Luxe in apperatormance, too, because of its 85 -horsepower V-8 engine. The longer sedan bodies have more room and more luggage space.
The new Standard Ford V-8 is built on the same $1 \overline{11 \text {-inch wheelbase as the } \mathrm{De}}$ Luxe Ford. Newly designed. Choice of two engine sizes - 85 horsepower or 60 horsepower. More than 300,000 people have purchased the thrity owners reporle Sealer for a demonstration.

inks Highly of Insane Mamernan Scofs At School

 valitutlons being located in
Stown of Norman, Lee said: Cuewn of Norman, Lee said
itret out mental improve


## Going w w up UP UP UP!

In less than two years, since March, 1936, to be exact, the Post's circulation has increased

$$
522 \%
$$

and new readers are being added weekly!

When the present management and editorial staff took command of the Post less than twenty-three short months ago, the NET PAID circulation of the paper was 353. By January 1, 1937, the figure had increased to 1,700 subscribers PAID IN ADVANCE.

Concerted and continued efforts to improve the paper during the year just ended gave us a NET PAID circulation on January 1, 1938, of

$$
2,186
$$

There is nothing phenomenal connected with the story. Nothing astounding has taken place. The Post has merely been revived to the point where the majority of the people in Newark and vicinity read it, consider it a vital part of the community.
Friendliness, support of the paper, constructive criticism, honest complaints and other acts of interest by the public at large are responsible for our advancement. We, of the Post, appreciate the response to our efforts. We, in turn, pledge ourselves to work constantly toward the advancement of Newark, its people and the peoples of the adjoining vicinities.

## THE NEWMRK POST

Printing Publishing Advertising


Social Events Around Newark



## R. T. Jones

 Reral Director Upholstering d Repoir Work of All Kinds All Work Guaranteed122 West Main Street
Hone 022

## benjamin elbanks

tary pumic

## DANGEROUS

Newark Trust Company





Miseellaneous


Roamin

Rutledge


LOCAL SPORTS FEATURED WEEKLY IN The Newark Post

## Sho'men Bombard Way To 55-35 Win

Professional Boxing Returns To State At Wilmington Tonight bLUE HENS MEET DEFEAT FOR FIFTH TIME

Bruce Lindsay Leads Blue And Gold Scoring With 10 Points; Kardash And Smith Star For Invaders;
Training House Downs J. V's

TANK TEAM TAKES TWO

Lehigh, Lafayett
Lose As Locals
Remain Unbeaten

Flashes
Bill Fletcher


The Newark Post, Newark, Delaware, Thursday, January 20, 1938
$\frac{\text { Elat }}{\text { INREME }}$

## AUXILIARY SELECTS OFFICERS

Mrs. Clarence Highfield Is New President

## BRAKES AT FAULT IN MANY CASES

Safety Council Advises Severe Test Every Day


Royalty and Friends
In Feud Over Wally In Feud Over Wally
 bOSTON BROWN BREAD COMES BACK

 Suow.Plow Salesman In
Wrong City; None Falls
An attempted bit of salesmanship

DAWSON

## January Thrift Sale

## AUCTION SALE

Valuable Live Stock, Farm Imple-
ments and Household Goods

## TOM BROWN FARM

ONE MILE WEST OF NEWARK
ON FAIR HILL ROAD
Wednesday, January 26, 1938
at 12 O'clock noon
Terms: CASH DAY OF SALE
Auctioneer, RACINE
E. D. HALL

OXYDOL
Large - 22c IVORY SOAP 3 Small - 27c 4 for 23c JOHN F. RICHARDS

Tree Seedlings Being Sold In Pennsylvania Cooperatives T Meet Tonight

Group To Assemble A Middetown For Supp
Conference At Hotel

Soil Conservation To
Require $9,000,000$ Require $9,000,000$ Fo
Year In Keystone State

Intimate Cirens "Friends" Are Father and Daughter ler and a an 4 -yeyear-old candy girl ensh
whirkiug in
 the girl introduced the mant to her retall aypensies in promoting the
mother who recognized
former tegally a woman is elligible for
prealdency of the U, S .

ugilist, perhaps in preparation for a wish-
ulfilment campaign against the follow whe

s


Jimmio Wolkor, foturo Lord Mayor of those
sidowalks, but no lyrics came. A postor
sidowalks, but no lyrics came. A posian
of Adolina Patri gaveo inspiration and a now of Adolina Patri gove inspiration and England
fitto, "Swoet Addelineo, to the Now End molody. Dick Coricd supplied the lyrich.

BIRTH OF A SONG


HARRY ARMSTRONG is a Massachusott music, which hurt his other ear


Prizofightors were a dime a dozen in Now
York, so Horry wont back to music, perform York, so harry wont back to music, perriorm.
ing in beor gardens and musich holls. But,
there wat that tong in the breast pocket of
there wat that yong in the broast
his hoart and it had to come out.


The song lay dormant until the Quaker
City Quartotto performod it. It became the
close harmony song of the world. While
Armstrong fourod in vaudevillo, his songs
were porformed without payment, in hotels,
cabarets, theatres and cabarets, thost
amusement.


By his mombership in the Americon Sociory
Composers. Authors and Publishors, Arem erciol users, and he boer lives. payment tocent performance of his works.

