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The Positions
of Advertisements

## In THE JOURNAL

are determined only after careful and conscientious study. There is nothing haphazard in THE. EVENING JOURNAL'S policy of distribution. Each acvertisement is positioned to the tactical ad vantage of the advertiser. And this is only practical in a news-
paper that changes its make-up every publication day of the year. THE EVENING JOURNAL, being a paper of action and aggres siveness, must withhold from any fixed policy of page arrangement The back as well as the front, the second as well as the eighth page, and so on, are always changing-always interesting

## Any Position

Is As Good As Another
In THE EVENING JOURNAL
Keep this thought constantly in mind, Mr. Advertiser. Note the ever-changing, intensely-fascinating make-up each day and you will readily see why. What better argument do you want besid the pulling power of your copy, than to feel that it will be read because every page of THE EVENING JOURNAL is read with equally keen interest. When you couple these facts with the knowledge that THE JOURNAL is received and read by at least 40,000 people every day you should be convinced that this newspaper is the greatest advertising proposition in Wilmington today.

## Don't Blame Your Stomac

## $$
020
$$ <br> 


 Dress


$\qquad$ BY THE WAYSIDE

START "O9

## PIGHT

$\qquad$
"DEAD" 28 YEARS,
RETURNS TO SON Joseph Hess

207 W. Seventh Streef

## DEATH RATHER RECEPTION OF THAN DESERTION DOVER WOMEN

| New Yorker Shot by Virginia |  |
| :---: | :---: |
| Woman Who Then At- Century Club Had De <br> tempts Suicide | lightful Affair to Usher |
| in Season |  | in Season



## Joseph Hess

 New-Century Club Had De-lightful Affair to Usher

## CHILDS' BIG CUT PRICE SPECLILS

American Dental Parlors An enirrely now anuasinetio tor por

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