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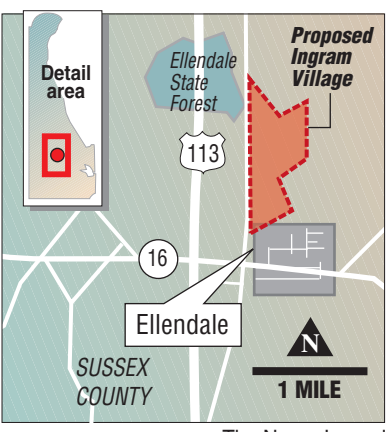


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FINAL EDITION



Quiet little Ellendale sets sights on growth

Developments would quadruple town's size
By DAN SHORTRIDGE
The News Journal

ELLENDALE — The railroad left town long ago. The school closed its doors in 1971. And in the past few months, the DeLux Market just across U.S. 113 shut down. So tiny Ellendale, population 327, never large but once a bustling community with factories and processing plants, has been left with very little in the way of commerce. "We don't have anything other than the filling station there on the corner," said Town Council President Delores Price, who has lived in the area for more than half a century. "We need economic development."

Ellendale may be on the verge of a comeback, with developments pending that could more than quadruple the hamlet's size. "It's either going to die or it's going to grow," said Doug Simpson, one of the developers proposing the 410-home Ingram Village project on a little more than 100 acres to the town's north. The quiet town, south of Milford and east of U.S. 113, is largely surrounded by farmland and forested plots. The town features a fire company, a community playground behind Town Hall and several child-care centers.

Harold L. Truxon, who lives outside town limits and led the effort to bring county sewer service to the area, said he supports the projects. "I'm glad to see something here in Ellendale," he said. "People ride through here from Washington and Virginia and don't even know they're going through one of the poorest towns in the state of Delaware."

The growth would be a major shot in the arm for Ellendale's economic base and local finances. With money tight, the town had to cut its police department from two full-time officers to two part-time ones after a federal grant was cut.

Price, a retired schoolteacher, said the town suffered when the elementary school was closed and converted into a state detox center. "It killed the town as a whole," she said. "When you take the school out of the community, you destroy the community itself."

The residential developments could spur almost the opposite reaction. The state has raised concerns that an influx of new residents could overwhelm the already-stressed schools in the Milford School District, which serves Ellendale.

A caravan of cars cuts through town nearly every weekend on Main Street — Del. 16 — on the way to
See ELLENDALE — A9

Fed rate cut provides relief

Further trimming unlikely because of inflation danger

By JEANNINE AVERSA
Associated Press
WASHINGTON — The ailing economy may have gotten its last dose of tonic for a while. The Federal Reserve is hoping it won't have to refill the prescription. The Fed cut interest rates to the lowest point in nearly four years Wednesday as the nation teeters on the brink of recession. In fact, the Fed's trim was smaller than those of recent months, indicating that the central bank might pause to see whether months of rate cuts and

billions of dollars in stimulus checks will be enough to lift the country out of its slump. Chairman Ben Bernanke led a divided Fed, in an 8-2 vote, in slicing its key rate by one-quarter percentage point to 2 percent. In turn, the prime lending rate for millions of consumers and businesses fell by a corresponding amount, to 5 percent. The prime rate applies to certain credit cards, home equity lines of credit and other loans. Both rates are the lowest since late 2004. For shell-shocked consumers,

caught between spiraling gas and fuel prices and tumbling home prices, the rate cut provides some much-needed relief. "From the consumer's point of view, it's going to make buying, and paying off credit, a lot easier," said Jon Walton, a certified financial planner with Independence Wealth Services in Hockessin. The rate cut, coming as economic stimulus checks of \$600 or \$1,200 (plus \$300 per child) begin arriving, is expected to propel the economy forward.
See FED — A6

SHOW ME THE MONEY

- Call your credit card company and ask for a lower interest rate. Threaten to switch accounts; they may play ball.
- Talk to your banker about a mortgage refi. Beware of fees. Traditional 30-year mortgages, now around 6 percent, are actually linked to Treasury notes and could rise.
- Rates on home equity lines of credit are sweet — a 4-year low — so it might be time to apply for one.
- Energy and food costs are galloping higher and inflation may spread.

YOUR MONEY in TOUGH TIMES

VENTURE BRINGS A CHANGE OF SPIRITS



Frank Pagliaro, owner of Frank's Union Wine Mart in Wilmington, was issued a cease-and-desist order from the Pennsylvania Liquor Control Board telling him to stop using the xChairman designation to promote wine sold to him by the liquor board's ex-chairman.

Del., Pa. immersed in feud — and it's fueled by alcohol

Buyers embrace bargain wines, but is it trademark infringement?

By ERIC RUTH
The News Journal
People in Pennsylvania sometimes like to pick on Delaware. People in Delaware suspect that's because they're just jealous about a few things. Tax-free shopping, for one. And now, Jonathan Newman, for another. The former Pennsylvania Liquor Control Board chairman's growing commercial presence in Delaware liquor stores has Philadelphia lawyers squawking, local wine lovers raving and shop owners rejoicing.



As chairman of Pennsylvania's Liquor Control Board, Jonathan Newman brought a reputation for quality to state liquor stores. Now, he has become a hero to wine drinkers in Delaware.

It's all because Newman — a former attorney who brought a new reputation for quality to Pennsylvania's state stores through the fine wines he labeled as the "Chairman's Selections" — wants the people of Delaware to drink the good stuff, and stop paying so much for it. Oh, and he also wouldn't mind tweaking a few noses in Harrisburg and earning some money while he's at it.

He's doing it through the Philadelphia-based company he formed after stepping down as PLCB chief — Newman Wine & Spirits. Armed with trained palates and wads of cash, Newman's team buys up cases of underappreciated-but-quality wines cheaply, then resells them to liquor stores in Delaware and other nearby states, where the reputation he built with his "Chairman's Selections" in Pennsylvania has spread. The problem is, he's not the "Chairman" anymore. Yet in the minds of his fans, it's the phrase they know his savvy selections by. That's why Frank Pagliaro, owner of Frank's Union Wine Mart in Wilmington, capably labeled his display of Newman-selected wines as the "xChairman's Selections," a marketing maneuver that earned him a stern

letter last week from the PLCB's attorneys, ordering him to stop stealing the current chairman's thunder. And no, the attorneys wrote, adding that little "x" doesn't make it all right. Pagliaro has a solution in mind — how about if we call them "X" Selections by Jonathan Newman, former Chairman of the PLCB?" "Cute," the PLCB's clearly unamused attorney, Roberta Jacobs-Meadway, said after hearing of the proposed change.

Since 2007, the phrase "Chairman's Selections" has been a registered trademark of the PLCB, which has hinted to both Newman and Pagliaro that it's prepared to go beyond "amicable" means to protect it. Simmering in the background of all this juice-driven controversy is a lingering displeasure over cross-border customer poaching, a phenomenon that has been driven for years by two factors — Delaware's lack of a sales tax, and Pennsylvania's byzantine, bureaucratically driven alcohol sales system.
See WINE — A2

In a jam? Soon you can text for help

Sussex among first to test new 911 system
By DAN SHORTRIDGE
The News Journal

The next big thing in calling 911 isn't calling 911. It's texting. Or sending a picture from your camera phone. Or using an Internet-based phone and having dispatchers know exactly where you are.

And emergency workers in Sussex County are some of the first in the country to work with such a network.

"They call it the next generation of 911 systems," said Jim Bowden, a Verizon senior 911 technician.

While advanced features such as texting won't be available to the public for a while, Sussex recently became the first site in Verizon's territory to install the equipment that paves the way.

It's all part of a national move to a new 911 framework, said Patrick Halley, spokesman for the National Emergency Number Association.

"As technology is advancing rapidly — instant messaging, pictures, text, all these things — our 911 system hasn't kept up to speed, and it must," Halley said.

Those features may sound frivolous to some, but could be extremely helpful to dispatchers or first responders, officials said.

A domestic abuse victim, for example, might not be able to talk out loud, but could send a text message. Or a camera-phone video of a hit-and-run accident could be sent to police officers to help identify the suspect car.

"It's a shame that you can take a picture on your cell phone and share it with five of your best friends ... but you might be in a bank being robbed and you can't take a picture on your cell phone and share it with 911," Halley said. Right now, if you send a text message or image to 911, it won't go anywhere, said Terry Whitham, Delaware's enhanced 911 administrator. Wireless devices such as cell phones or BlackBerrys only have voice connections.

While the new system is up and running in Sussex, it won't be capable of receiving text messages until at least 2009, when the features could become available nationally, Halley said. That depends on technical and operational standards being written and on state and local
See EMERGENCY — A2

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TODAY'S FORECAST
HIGH LOW
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