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hoN. H. M. McCLURE.
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| \%o. xxsvili. | Jexiv 18, 1901. | Number |
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$\prod_{\text {ME question is so frequently asked by }}^{\text {Middleburg business men, "Does adver- }}$ tising Pay"? John Wanamaker pays over 81,000
a day just for advertising his Philadelphia store. He uses a page advertisement in five different daily papers of Philadelphia. They are as fol-
lows: Press, 860,$000 ;$ Ledger, $\mathbf{8 6 0 , 0 0 0 \text { . Times }}$ $\$ 50,000$; North American, 875,000 ; and the vening Telegraph, 850,000 . Up to about a
month ago, Mr. Wanamaker was using a page in the Record at the rate of 87,500 a year, which would have made an annual expenditure of
8382,500 . When he wanted to renew his advertising contract with the Record, the pub-
lishers asked $\$ 25,000$ more or a total of $\$ 112$,500. Mr. Wanamaker refused to pay the mount thinking no one else would pay that sum or the page. The proposition was made to Lit moment's hesitation and they are now paying the enormous sum of $\$ 112,500$ for the use of a
page in the Record for one year. The circulation of the Record now runs about 190,000 copies a day.

If advertising does not pay how can these firms spend fortu
newspaper

WATER WORKS FOR MIDDLEBURG
T management has persistently advocated a
good system of water works for this borough and the position of this journal on that question is unchanged. Several efforts were made and in need of adequate protection against fire

| RG. | This would reduce insurance a great deal. These |
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| the present | figures are given for the purpose of showing |

 has been a drawback. Unfortunately too many

have considered the expense years it could do it. The law gives the | water works plant and have failed to consider | $\begin{array}{l}\text { porough the right to buy it in ten years at act } \\ \text { ual cost of construction with six per cent inter- }\end{array}$ |
| :--- | :--- | :--- | the advantage of such a plant. We might leave est. out of the question entirely the matter of pro-

tection against fire, which is enough of itself to warrant the erection of a plant, and consider th features of convenience and cleanliness attorded
by having water in your residence for your try, your bath room and water closet, a pave
wash and a street sprinkler. What a relief street sprinkler would have been last week during the oppressive heat and dust. Many have advocated the idea of the munici pality putting in the plant, but that would be impracical for several years owing to the pres ot bonded indebledness of the school board. $\$ 6,000$. The borough can bond itself only valuation of this borough now valuation. The seven per cent of that wonld be $\$ 10,703$. Deeave $\$ 8, \$ 6,000$ of the sehool board would leave 84,703 . This would not be sufficient to of this town and vicinity has been so pronounce that any further delay in this matter would nean a draw back to our growth. One of the
chief objections Mr. Paskusz had to tannery here was the absence of a good system of water works. He is reported as saying that he is willing to pay $\$ 100$. a year for the use of he water for his tannery. It is estimated that or $\$ 10,090$. The interest on this sum at six per cent which is now considered a very high make a good investment for investors, would amount to 8600. a year. Now the Railroad Company would likely prefer to get their water
here in preference to Paxtonville and here in preference to Paxtonville and would he
willing to pay a creditable sum for the use of the water. At Selinggrove, the Post is informed, the railroad Company pays an annual rental of $\$ 420.00$. It only 20 persons took the water 58300 of 815.00 each it would amount o 8300 and the borough itself is able to pay figures are given far the purpose of showing
est.
The source and power of the water supply
should be examined and a careful estimate made hould be examined and a careful estimate mad the springs on Shade Mountain and if the suppl is adequate, a water works plant could be erected
a a very small cost.
The Post calls the attention of the member of town council and the investors of the town this matter and hopes that they will not longer delay in a matter so vital to the safety of ou tal importance to the industrial development of $r$ town and Franklin, which of course sbould e joined to the borough of Middleburg.

## The Pennsylvania Railroad company's com-

 and for four months ending April 30, 1901 with the same period of 1900 , is as follows Pennsy/vania railroad lines directly operatedmonth of April, 1901. Gioss earnings increas 8628,600 ; expenses increase, $\$ 191,600$; ne earnings, increase $\$ 437,000$. For four month ending April 30, 1901 : Gross earning inerease earnings, iucrease, $81,560,400$

Young meu are beginning to learn that ther is a greater demand for skilled engineers-min-
ing, mechanicai and civil-than there is for lawyers and doctors, and that the number of clerk demand. When has never fallen short of the become more clearly understood, the institution devoted to the instruction of industrial science to furnish graduates fast enough to meet the demands made upon them by manufacturing firms






YOURMONEYBACK

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