

**Note Heads**

We have a job lot of note heads on hand. They must go quick. The price will do it. Samples and prices for the asking. We furnish them printed less than you can buy them without printing.

**MIDDLEBURGH POST**  
Co. Commissionery, 11102

**Envelopes**

We bought a large consignment of envelopes—Having bought so many we secured a rock bottom figure. Send for samples and prices.

**LUCID LOCAL LACONICS**

Earth seems to be well-soaked with water. The rain Sunday showed early.

Reported that 4 inches of snow Sunbury Tuesday morning. None here, but it was quite breezy.

County commissioners will have the repairs to Maurer's in Jackson township Monday, March 31st.

There will be comm union services at 10:30 Sunday morning, March 31st, preparatory services in connection with the other services.

Absalom Snyder property on Market Street, Middleburg, was bought by Kate A. Manbeck of Franklin township last Friday for \$1200.

I have just received a new lot of most beautiful Spring goods for—Trimmed and untrimmed hats, ribbons, wrappers, notions, etc.

Mrs. E. C. AURAND.

Rothermal of Port Treverton hotel stand and 8 acres of land on Sunday to Geo. B. Rine for \$2300. H. Daubert, the present hotel owner, rented the hotel property on Sunday for three years. It went to Bob to see the hotel go. But Daubert is his brother-in-law. He will make his home with him. He was there around and about the time he had been for the last 15 years.

**COURT HOUSE CHIPS.**

**Deaths Entered for Record.**

Joseph Grimm and wife to Daniel Grimm of burial lot in Evergreen cemetery at Freeburg, for \$10.

N. C. Gutelius, et al to H. H. Grimm, ground in cemetery at Middleburg, for \$0.

R. and Jas. W. Hendricks to Harry Stimmel, lot No. 9 in Boylston in Freeburg, for \$60.

Henry Boyer, executor of Henry Boyer, et al, to Rachel Boyer and Elizabeth Boyer, 150 acres in Centre twp., for \$307.21.

Letters Granted.

Estate of Cyrus Walter, late of Snyder township, Snyder Co., Pa., letters of administration were granted to Clara Walter, the widow.

**Marriage Licenses.**

Joseph Selmsgrove, Beaver Springs, to Bertheiser, Shamokin Dam, Beaver Springs.

**WEST BEAVER.**

Joseph Kuepp of Lewistown was last week having sale of her-in-law's household goods.

John Baumgardner of Burnham Sunday to spend the day with his family.

John Treaster is visiting friends in Boylston county.

W. Treaster of Lewisburg has a business call here a few days last week.

Phillips and Ed. Baumgardner went on a trip to Lewistown. It has been reported they are going to North Dakota and farming business.

John Phillips has been suffering from dizziness for the past week.

Phillips went to Clearfield last week to spend the day with his aunt.

Our public schools will fall term Friday next. The shirt factory can be supplied with the help they need.

Well ladies turned out in the sun one day last week to quilting at Mrs. Sarah Phillips they got away with a dozen full grown chickens. The other side dishes, cakes and numerous to mention.

Minnie Snook was buried at the church here last Thursday. She died at Parohy township of Burnham, Mifflin county. She had been living for some time.

**THE LESSON OF A LIFE.**  
Advertising World.

Last month there died in Newark, N. J., a millionaire whose features were more widely known than any other mortal on the globe—Gerhard Mennen.

Gerhard Mennen—Not a reader of The Advertising World but has seen that name coupled with the words, "Borated Talcum Toilet Powder" in a hundred places, and always accompanied by the trade mark of the owner's face. He was the most ubiquitous of advertisers.

Fifteen years ago, Gerhard Mennen was running a drug store in Newark, working fifteen hours a day and seven days in the week to keep things together, for the drug business was being decidedly overdone. Mennen was a man of greater ideas than the average druggist and soon originated a "ouch-nigh corn cure" and boomed it modestly into quite a brisk selling article. The reign of corn, however, was departing with the advent of the modern well-fitting shoe, and he turned his attention to discovering something of universal demand. He found it in a "Baby Powder" useful alike for infants and adults of either sex. Gerhard Mennen did not make the first baby powder, for druggists the world over were making the article, but he did produce a superior grade of baby powder, and—here is the meat of the article—advised it.

The writer does not believe that Gerhard Mennen foresaw the extent to which his baby powder business would grow at the time, but the man was evidently deeply imbued with the wisdom of constant publicity, and resolved to go to the bottom of the theory "advertise to the limit; the returns will come."

Mennen wisely stuck to his drug store, which was now paying well. Every Saturday night he paid off his bills, settled his books and set apart a modest living expense and every cent of money left over spent in advertising Talcum Powder. This continued for months with but moderate results and finally Mennen resolved to test the theory to the full and began to "plunge."

In his selection of advertising mediums he was shrewd. The "plunge" began by the taking of one whole page one Sunday in the New York Herald at a cost of five hundred dollars. Then followed syndicate advertising through the best papers in the country, and a systematic magazine exploitation.

It was a crucial time. Every cent that the man had was going into the hopper and the sale of Talcum Powder was not responding in proportion. Talcum Powder was literally "a drug on the market" for in expectation of vast sales enormous quantities had been manufactured. The bills for advertising kept piling up and according to Mr. Mennen himself, ran up to three hundred dollars a day—a sum which was sucking the life out of his resources.

"I could not sleep nights," said Mr. Mennen afterwards to a friend, referring to that time. "Ruin was staring me in the face and I walked the streets pondering how to meet my bills and trying to prepare for the crash which seemed inevitable. Then, suddenly and without warning, the tide turned and the whole country, North, East, South and West, seemingly went mad over my Baby Powder. In a single week my large stock melted away and the orders pouring in kept us hustling—we could not begin to fill them.

In 1901, the proprietor of the Baby Powder spent a quarter of a million dollars in advertising. All the sure mediums of publicity, newspapers, magazines and bill boards were used to the limit. Five thousand dollars for one page in a magazine was nothing—the results were promptly forthcoming.

The lesson to be drawn from the experience of this shrewd business man, cut off from life by pneumonia at the age of forty-five—dying a millionaire—is simple. Concentrate on a single article of merit, and advertise it with bulldog tenacity and the results will come as sure as Spring follows Winter. Gerhard Mennen's experience is that of every successful advertiser to-day. It is up to every reader of The Advertising World to "go thou and do likewise."

EDGAR D. PRICE,  
Irvington, N. J.

Call on A. E. Soles in his new shaving and hair cutting parlor for your head cleaned with a refreshing shampoo and a clean towel to each patron on the north side of Market square opposite Central Hotel. Satisfaction guaranteed.

**PERTINENT PERSONALS**

Jacob Paskusz of New York is in town this week.

Mr. Shambach moved to Jacob Herman's place north-east of town.

C. G. Bingham visited his parents in Centre township over Sunday.

Wm. H. Howell of Paxtonville was at the county seat last Saturday afternoon.

Mrs. D. E. McLain of Liberty spent a few days visiting her many friends in this place.

James Ayres and wife who spent the winter in Williamsport, are expected home to day.

Dr. J. W. and Mrs. Orwig spent the early part of this week with relatives in Union county.

Levi Ramer of Pallas and Peter Rauch of Shadel were visitors at this place Saturday.

Rev. C. C. Basom spent several days last week with his sister, Mrs. J. N. Brosius at this place.

Phares Herman, Ex-county Commissioner, was greeting his friends at the county seat last Thursday.

County Treasurer Banneville Smith spent several days last week with his brother, Adam, at Berwick.

John W. Howell of Sunbury spent a few days in town last week. He reports Sunbury a very wet town.

Amon L. Spangler has been assigned to New Baltimore, Somerset county Penna., as a storekeeper and gauger.

Harvey Moyer of Beaver township, dropped in to see us Wednesday last week. He is well pleased with his sale.

Mr. Shrawder of Port Treverton and S. A. L. Strawser of Verdilla were callers at this office Saturday morning.

Judge McClure became sick while holding court in Lewisburg last week. Court was suspended for several days.

Irwin I. Napp and Melvin A. Napp of this county left Monday for Bellevue, Ohio. They will read the Post while out there.

Uriah Bailey of Freeburg, Isaiah Waller of Center-township and Jonathan Reichenbach were county seat visitors last Thursday.

J. A. Lumbard and wife of Selmsgrove came up last Thursday to help do justice to a feast at M. I. Potter's, given to a number of friends.

Albert and Jonathan Gelnett of Aline were in this place Tuesday. They will take charge of the Wittenmyer store April 1st. We wish the young men abundant success.

S. E. Benner, the popular auctioneer of New Berlin, dropped in to pay his subscription Wednesday last week. He has been kept busy having sales ever since New Year.

Prof. B. H. Keller of Keller's Business College, Lewisburg, was at Middleburgh Wednesday of last week in the interest of the institution over which he presides. He left an order with us for 8000 folders. In the last six months 114 students were enrolled.

The New Berlin "Reporter" of last week says: H. M. Owens, of Lewistown, and George Beaver, of Middleburgh, representatives of the Deering Harvesting Machine Co., were in town on Monday to set up a binder for Norton Yoder, local agent for this vicinity.

We are pleased to note that Rev. Joshua Shambach has been returned by Evangelical conference to Middleburgh charge for another year. N. J. Dubs is stationed at Centreville; A. D. Gramley at McClure; H. T. Searle at Port Treverton and W. N. Walls at New Berlin.

**Buds All Right so Far.**

While it is a little early to predict what the fruit yield will be the next season, as there may be several cold snaps between this time and the spring months, yet it is gratifying to know that so far the buds of all fruit trees are promising. The severe winter weather has not as yet damaged them in the least. A well-known peach grower near here states that after making an examination of the buds he learns that cherries, peaches and apples, and in fact all other fruits, will be plentiful next summer, if nothing interferes to check their growth.

**BABY CARRIAGE FOR SALE.**—A baby carriage in excellent condition, used but very little, has rubber tires and a lace parasol, will be sold very cheap. Address Box 144, Middleburgh, Pa.

**Mrs. Geo. E. Specht.**  
Mrs. Rosa Specht, daughter of Jacob Smith, was born Nov. 29, 1844, was married by Rev. J. P. Shindel March 13, 1869 to George E. Specht of this place and died Thursday Mar. 13, 1902, aged 57 years, 4 months and 16 days. She was the mother of four sons and one daughter. The sons are Harry E., Francis M., Charles (now deceased) and Frank W. The daughter is Flora Specht. Mrs. Specht is a sister of James P. Smith and Mrs. Snyder of this place, Mrs. David Keller of Selmsgrove and Rev. Jacob Smith of Lebanon. The funeral took place Sunday morning in the U. B. church of this place.

**Martin Mensch.**  
Martin Mensch, brother of Mrs. G. Alfred Schoch and father of Charles Mensch of this place, died at his home one and one-half miles south of Mifflinburg last Thursday morning. Mr. Mensch had been sick for the past few months suffering with kidney trouble and dropsy which was the cause of his death. He was about 55 years of age. He is survived by his wife, one son and four daughters.

Mr. Mensch was one of the most prominent men of his section and a devoted member of the Reformed church of Mifflinburg.

The funeral took place Monday morning at nine o'clock.

**Quarterly Conference.**  
The first quarterly conference for the present year—of Middleburgh circuit, U. Ev. church, will convene at Kreamer, Saturday, March 22, 1902, at 8 o'clock p. m.

There will be communion services as follows:  
Kreamer, Saturday at 7 p. m.  
Middleburgh, Sunday at 10 a. m.  
Paxtonville, Sunday at 7 p. m.  
Rev. E. Crumbling, P. E., of Centre District will officiate at all the services.  
J. SHAMBACH, Pastor.

**Old Copies of the Post Wanted.**  
While the subscribers of the Post are hunting up their old newspapers, they might look for the copies of the Post that are missing from our files. We will pay liberally for a copy of each of the following dates:  
July 8, Sept. 6, 1869; Apr. 6, Oct. 13, 1870; Jan. 26, 1871; Apr. 17, 1873; Nov. 4, Dec. 23, 1875; Mar. 7, 1878; May 15, 1879; March 10, May 5, 1871; April 26, 1883; Mar. 27, June 12, Oct. 30, 1884; Sept. 17, Dec. 3, 10, 17, 24, 1885; Jan. 28, May 6, Oct. 18, Dec. 23, 1886; Dec. 29, 1887.

**Letter to Reno Walker,**  
MIDDLEBURGH, PA.  
Dear Sir: John Ackley's house in Cairo (Catskill Mountains), N. Y., a conspicuous one in the midst of the village, was painted 14 years ago with Devco; has not been painted since; and the paint is in good condition to day. He is going to paint; but there's really no necessity of it.

Devco has been sold in Cairo 18 years. Our agent is Gaston Wynkoop. House-owners there want Devco, and painters there paint Devco. It would be a hard job to persuade a Cairo man to paint lead and oil—of course a painter paints whatever his customers want, even if it's buttermilk. Marian Van Hoesen, a Cairo painter, has painted Devco for 15 years. There are two or three others; all for Devco, we are told—don't know their names.

It's the same wherever Devco gets into a town: it stays there and owns the whole business.

Yours Truly,  
F. W. DEVOE & Co.

**The Locust are Coming.**  
Deputy Secretary of Agriculture Martin says that the seventeen-year locust is due this summer in Cumberland, Franklin, Dauphin, and other counties in southern Pennsylvania. Many of fruit growers in that section are apprehensive of serious damage by these insects, and have deferred planting young trees until next spring.

Mr. Martin looks for the locust to make its appearance in July or August and says there is no known preventive for it. These insects cause great damage to young growing fruit trees and the tender branches of larger trees.

While the Deputy Secretary prescribes certain localities for the ravages of the locust, it is likely that every section of the State will feel the effects of his advent if he comes at all.

**Time and Grinding Make**  
Devco Lead and Zinc Paint wear twice as long as lead and oil mixed by hand  
11-21-ly.

**BEST OF TWENTY-NINE.**  
Won First Place in the 10th Week of Ad Contest.

Printers' Ink, the best advertising Journal in America, in its issue of March 19th says:  
"In the 1902 Printers' Ink ad competition twenty-nine competing advertisements were received in time for consideration and report in this issue of the Little Schoolmaster. Of these, the one reproduced on the opposite page is thought to be the best submitted during the respective week."

This advertisement was constructed by Geo. W. Wagenseller, editor and publisher of the Middleburgh (Pa.) Post, and it appeared in that paper of March 6, 1902.

In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to Printers' Ink, good for one year from date of presentation, was sent to Mr. Wagenseller when the marked copy of the paper was received. Two additional coupons, one to Mr. Wagenseller and one to the advertising manager of the Post, were sent in accordance with the terms of the competition when a selection of the best ad for the eleventh week had been made.

Mr. Wagenseller's advertisement will now be placed on file, and it will have further consideration later on, as specifically provided in the regulations which govern the contest.

Each of the twenty-eight unsuccessful competitors for the honors of the eleventh week received a coupon good for one year's subscription to Printers' Ink, as a partial consideration for their efforts in accordance with the terms of the contest.

The eleventh week has again been conspicuous for the large number of ads submitted and the superior quality of many of them.

Country editors are the natural pioneers for spreading good advertising ideas among a class of merchants which can not well afford the hire of experts.

In view of the fact that among the 28 unsuccessful contestants, there were some of the ablest ad writers of the country, we have no reason to be ashamed of the result. The readers of the Post, who are interested in knowing what ad won the first place in the contest, are referred to the last page of this paper.

**AD WRITING SCHOOL NEWS.**  
We have received so many requests from our readers for the outline of the course in Advertising Instruction and we will give the titles of the first 20 lessons or half of the course. There are 52 lessons in all. Students are supposed to work out two lessons a week or more if they have the time. Taking two lessons a week, the course can be completed in six months. The text of each lesson contains about one thousand words and is printed on sheets of uniform size, so that they can be bound into a book when the course is completed. There is a problem or two with each lesson for the student to work out. The student works out the lesson and sends them in for criticism, after which they are returned to the student to file for reference.

**FIRST HALF OF THE COURSE.**  
The subjects of the first 20 lessons are as follows:  
First month—1. Introductory. 2. The Correct Theory. 3. Principles of Advertising. 4. Newspaper Advertising. 5. Supplementary Advertising. 6. Getting the Data. 7. Description & Prices. 8. Technique of Ad Writing.

Second month—9. Some Salient Points. 10. Miscellaneous Requirements. 11. Laying out the Ad. 12. Magazine Advertisements. 13. Booklets. 14. Catalogues. 15. Trade Paper Advertising. 16. Billboards. 17. Street Car Advertising.

Third month—18. Facts about Type. 19. Correcting Proof. 20. The Type to Use. 21. The Effect of Type Upon the Reader. 22. The Character of Printing. 23. Taste in Type Display. 24. Estimating the Cost. 25. Strength of Type Arrangement. 26. Mid Course Review.

The last half of the course will be given in detail later. It will treat of illustrations and engravings, card systems, follow-up systems, management, appropriations, advertising agency, etc., etc.

With the course are given a Type Foundry Specimen Book, "Points for Printers," Book on Engravings, Business Systems, Printers' Magazine and Advertisers' Magazine.

**TO CURE A COLD IN ONE DAY.**  
Take Laxative Bromo-Quinine Tablets. All druggists refund the money if it fails to cure. E. W. Grove's signature is on each box. 25c

**KREAMEK.**  
Mrs. Margee was to Selmsgrove Monday.

Mrs. John Diemer visited her son and grandson of Swinford.

J. J. Mitchell made a business trip to Herndon Friday and Saturday.

Mrs. Levi Artley and Izora Smith attended Chas. Gemberling's sale at Salem.

N. C. Gutelius and daughter, Mabel, attended the debate at Selmsgrove Friday night, between the Selmsgrove and Sunbury High Schools.

John Field was to Evendale Friday.

W. H. Gordon gave a carpet rag party Friday evening.

Geo. J. Roush went up the country for a horse, but came back a foot—apparently not obtaining what he sought.

Mrs. Amon Gearhart of West Milton is visiting her parents, Levi Artley's.

Wm. Gemberling of Salem attended Mrs. Jacob Walter's sale Thursday.

Mrs. A. W. Smith and daughter, Edna, visited Mrs. L. Walter, the former's mother, last week.

N. C. Gutelius and wife attended the funeral of Martin Mensch of Mifflinburg Monday.

Frank Mitchell, who is working at Lewistown, spent Sunday with his family.

Miss Izora Smith spent several days with Mrs. Rev. J. Shambach at the county seat.

Frank Hummel's house, near Selmsgrove, was not blown down until it had burned the furniture of one bedroom. Then after using considerable water they managed to extinguish the fire.

Mrs. A. C. Smith visited her sister, Mrs. S. A. App of Selmsgrove.

Frank Thomas of Sunbury was through here buying up cattle last week.

S. Grover Smith was to Selmsgrove Monday.

**MT. PLEASANT MILLS.**  
Dr. C. O. Spangler's Indian Medicine Co. which exhibited in town week before last, left for Uniontown Tuesday.

C. A. Reichenbach, who is working for Henry Dietrich, spent Sunday at home.

Grant Mengel, R. Bruce Garman and Jacob Miller left last Monday for Bellevue, Ohio, to work.

Rev. J. K. Kelley, the U. B. minister, preached his sermon at this place Saturday evening.

The sale of H. J. Swartzlander Friday, was pretty well attended and things brought reasonable prices.

J. A. Kreighbaum expects to spend Saturday and Sunday in Lewistown.

The schools of this place are practicing for an entertainment at the close of the term.

James Fisher will move to Kantanz on a farm in April.

John A. Mengel will move to Middleburgh, Thursday.

Our enterprising furniture dealer, A. G. Garman, received a lot of furniture last week.

Lewis Minium sold two horses, one to Riley Kepler and one to John Kepler. He will quit farming.

Mrs. E. S. Ancker and daughter of Verdilla were guests of Absalom Roush last week one day.

Jonathan Troup bought a danq horse at U. Bailey's sale last week at Red Bank.

**By Bribing the Nerves**  
With opium a cough may be stopped temporarily, but the inflammation of the cough is a symptom goes from bad to worse. Do not waste time and money on "cough mixture." Remember that Allen's Lung Balsam does not merely put the nerves to sleep. It gets right down to the root of the trouble and so cures even deep-seated affections of the throat and lungs.