

**THE POST.**

Published every Thursday Evening by **JEREMIAH CROUSE, Prop'r.**  
Terms of Subscription, **TWO DOLLARS PER ANNUM.** Payable within six months, or \$2.50 if not paid within the year. No paper discontinued until all arrears are paid unless at the option of the publisher.  
Subscriptions outside of the county PAYABLE IN ADVANCE.  
Persons lifting and using papers addressed to others become subscribers, and are liable for the price of the paper.

**The Post.**

VOL. 12.

MIDDLEBURG, SNYDER COUNTY, PA., NOVEMBER 5, 1874.

NO. 31.

**A GREAT STRIDE**

UP AND OVER

**Business Customs!**

Entered according to Act of Congress, in the year 1874, in the Office of the Librarian of Congress, at Washington.

This Advertisement Copyrighted.

**OAK HALL**

Already the Largest Clothing Concern in America, and leading the Trade,

**IT STARTS ON A NEW CAREER!!**

Thoroughly reorganized on a greatly improved plan.

Silencing Objectors!

Assuring Equal Rights to All!

Securing a Scale of Still Lower Prices!

Dropping every feature liable even to Criticism!

GUARANTEERING PURCHASERS

**MIS**

TAKES,  
FIT,  
REPRESENTATIONS,  
UNDERSTANDINGS.

DISSATISFACTION with Price or Purchase rendered IMPOSSIBLE!

**A PLAN**

By which it is hoped to double in the coming year the already immense business of

**WANAMAKER AND BROWNS**

**ENORMOUS ESTABLISHMENT.**

Making its Annual Sales more than \$3,000,000!!!

BY MERITING AND SECURING the Patronage of all classes of the Community to a degree never before enjoyed by ANY one House in any department of trade!!! Sure to command itself and be commended.

**ALL THOUGHTFUL FOLK,**

Because advantageous alike to both buyer and seller.

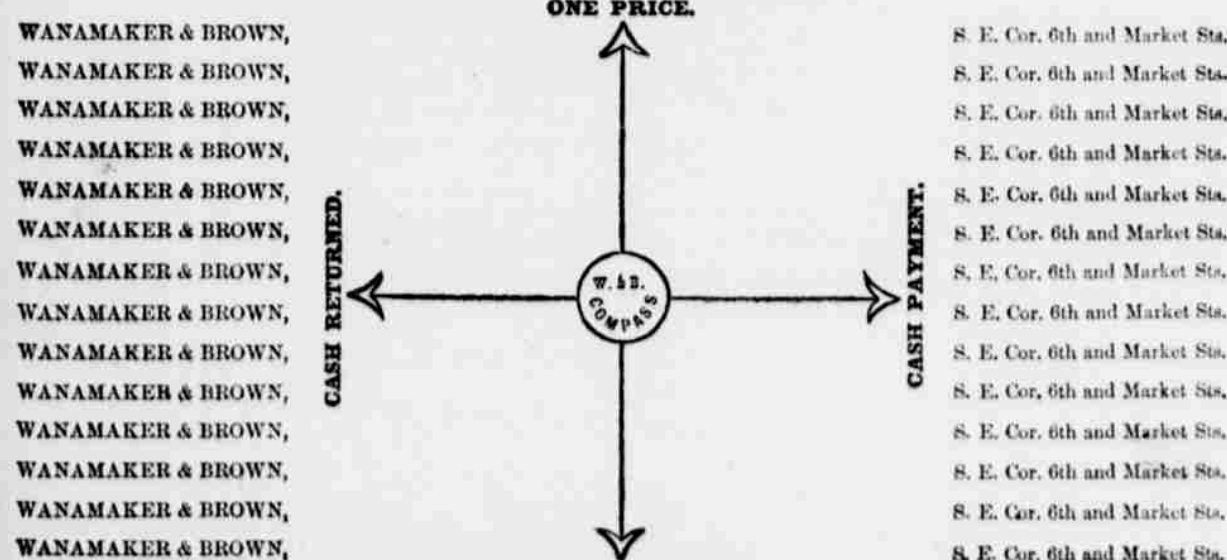
**CONCLUSIONS:**

- 1<sup>st</sup> That a customer has a right to some **GUARANTEE** that his purchase shall prove exactly as represented.
- 2<sup>nd</sup> That **Cash** throughout is the only basis consistent with the very lowest prices, as credit in every case necessitates higher prices to cover losses by bad debts, interest, law suits, hire of collectors, increased number of book-keepers, etc.
- 3<sup>rd</sup> That, though justice does not require it, comfort and actual security in dealing are greatly promoted by giving to the purchaser the privilege of exchanging goods, but of returning the same within a given time, and have promptly paid back the Cash in full.
- 4<sup>th</sup> That all customers buying at the same time, should pay precisely the same price for the same quality of goods.
- 5<sup>th</sup> That the interest of customers will be best served by abandoning the practice of paying salesmen a percentage on each sale, as it leads to "harrying up," and sometimes "over-persuading" buyers to take goods with which they are not fully suited.
- 6<sup>th</sup> That as customers naturally inquire into the character and quality of articles offered for sale, and may not always be correctly informed, or fully understand the clerks, a Label, made under the authority and guarantee of the firm, bearing a printed description of the name and quality of the goods, should be attached to each article.

**BUSINESS MEN** thoroughly bent on upright dealing, have been thinking over, working out and experimenting on propositions similar to the above, and here and there to an establishment which has accepted one or several of these conclusions, and ordered their business accordingly. One "Cash," another "One Price," etc., etc., but **WE UNHESITATINGLY ADOPT THEM ALL,** and confidently relying on the approval and support of an intelligent and discriminating public, we inaugurate what we believe to be the best system in the world, and we now **ANNOUNCE** THESE AS THE

**FOUR CARDINAL POINTS**

by which we will hereafter steer our craft.



**EXPLANATION AND ELABORATION OF WANAMAKER & BROWN'S NEW PLAN.**

Houses doing a credit business must provide for losses on bad debts, interest on long-standing accounts, capital locked up, etc. To bear such losses themselves would drive them out of business. Therefore a per cent. is added to the price of each article sold, to cover this leakage, and Cash Buyers whether they know it or not, really pay the bad debts and the interest on the long credits of the other customers! Under the Cash Payment system one pays only for what he gets, and contributes nothing to a "Sinking Fund."  
By this Radical Change we shall lose some of our customers no doubt, but we will gain ten where we lose one, the advantages being so great to all who can avail themselves of them. So we say **CASH THROUGHOUT.**  
Bring Money for Clothing, and we will supply it at prices possible under no other plan.  
The fitness of this feature of our plan all will praise. It is simply treating all alike—exactness nothing from indolence to bargain or ignorance, and, at the same time, conceding all that showsness on the shrewdest customer's part could possibly extort, because the "One Price" which we mark on our goods, shall invariably be  
**NOT the "First" Price, but the LAST and LOWEST PRICE.**  
**NOT the "TOP" Price, but the VERY BOTTOM PRICE.**  
In other words, Salesmen or "Headmen" have never been allowed, under ordinary circumstances, to fall below a certain figure! It is at that, or at a lower figure that we now determine to mark our goods, calculating the cost to the exact penny, and fixing the price at the low minimum profit on which business on a large scale can be conducted.  
We know that the larger business we aim for and anticipate, will require a large increase in the number of customers, and we shall therefore see to it that the "One Price" is based on the Smallest Profit, calculated to the exact and lowest penny, which will not be difficult to do with universal Cash Payment for sale. The price will be marked in plain figures and no alteration allowed.  
NOT the extent of the season, the state of trade, or the money market may demand, the right is reserved to go through our stock, to raise or lower our prices, and mark down any lot or lots of goods, changing the figure on all the labels, so that the new mark shall be the same on all the lots of the same price.

**WANAMAKER & BROWN WILL NEVER HOLD THEIR GOODS.**  
A printed Guarantee, bearing the signature of our firm, will accompany each garment as a **WARRANTY.** This binds us in every sense, and will be honored as quickly as a good draft of the bank.  
Orders solicited and filled with promptness and despatch. Pleases and examines our stock before purchasing elsewhere.

**GUARANTEE.**

We hereby guarantee  
1st. That the prices of our goods shall be as low as the same quality of material and manufacture are sold anywhere in the United States.  
2d. That the prices are precisely the same to everybody for same quality, on same day of purchase.  
3d. That the quality of goods is as represented on printed labels.  
4th. That the full amount of cash paid will be refunded, if customers find the articles unsatisfactory, and return them unworn and unaltered within 10 days of date of purchase.  
[Signed] **WANAMAKER & BROWN, OAK HALL.**  
Sixth and Market Streets, Phila.  
DATE \_\_\_\_\_

This is simply a concession on our part to our customers, to secure them full confidence in dealing for goods they know very little about, and we thus prevent any occasion for dissatisfaction from any and every cause whatsoever. If the garment is not exactly what you thought, if your taste changes, if the "home folks" prefer another color or another shape, if you find you can buy the same material and style elsewhere for less money, if you conclude you don't need it after you get home, if the season changes suddenly and you wish you had not bought it, bring it back unworn and unaltered, and the full amount of money you paid will be returned on the spot. What more can we do for our customers than this, when we make our clothing so that they can draw the money value with it equally as well as with a check on the bank?

**THE ADVANTAGES**  
incident to a system having for its cardinal points those which we have now explained, are simply incalculable. Saving of time and temper, perfect security, absence of all vexation, etc., etc. But above all this

IT MAKES CLOTHING CHEAP.  
!!!

Sinking the prices several degrees below what they have been heretofore, or could possibly be under the old system.  
By dispensing with certain clerks no longer needed, it reduces "Store Expenses."  
By enforcing CASH Payments, the bad debts are avoided.  
By putting plenty of ready money in hand, it enables us to buy goods at figures that credit men know nothing about.  
By means of sales, a smaller profit on each article is sufficient.  
All of these "Big-Bigs" lead directly

**CHEAPNESS,**  
and this without lowering the quality or style of our Celebrated make of Men's and Boys' Clothing;  
**SOME OTHER THINGS**  
Wherein our plan differs from others

(a) It abolishes the used points which exist, separately, or in partial combinations, and it adds some new and important features.  
(b) It gives every customer the right to return his goods, if not perfectly satisfied, and to get the full amount of money back.  
(c) It insures the customer against the possibility of a change in the price of goods, which is a common occurrence.  
(d) It insures the customer against the possibility of a change in the quality of goods, which is a common occurrence.  
We have for years been searching for a better system, and through accident, have found the system now before you. We observed and noted the defects of the old system, and have been carefully weighing them for a long time these better plans, and preparing for this

**ENTIRE CHANGE OF BASE**  
We now, swing clear of all combinations or customs, and burn the bridges behind us.  
Investigation is asked into all we have here put forth.

Building the hard-earned and fought-for reputation of our house of which we are proud, on the faithful and exact fulfillment of all the promises and conditions herein laid down.  
On this new, and in many respects Original Plan, we launch the Oak Hall Craft on the bold for the Fall Trade, and by all our experience in trade, and all our knowledge of human nature, we are led to anticipate that  
**Marvelous and Unprecedented Increase of Business for which we are well prepared.**

**Let it Begin.**  
**WANAMAKER & BROWN,**  
THE LARGEST CLOTHING HOUSE IN AMERICA.

**OAK HALL,** S. E. cor. 6th & Market Sts., Philadelphia.

**HARDING & FERRIS,** Patent & General Claim Agency, Washington, D. C.  
**GROSS & BROTHERS,** Manufacturers of and dealers in all kinds of **BILL TIMBER, LUMBER, PALING, SHINGLES, LATH, FLOORING, etc.,** Shamokin Dam, Snyder County Pa.  
**G. W. GRANELLO,** Justice of the Peace, & **WATCHMAKER.** Market Street, Middleburg, Penna. Conveyancing in all its Branches. Attended to. **DEBTS & BILLS COLLECTED.** REPAIRS CLOCKS, WATCHES and Jewelry, at Short Notice. ALL WORK WARRANTED. **Watches For Sale.** May 8, '73.

**UNION HOUSE,** Middleburg Pa.  
**DAVID HERSTERER, Prop'r.**  
Accommodations good and charges moderate. Special accommodations for drivers. A share of the public patronage is solicited. April 6, 1871.

**FREEHOLD HOTEL,** FREEHOLD, SNYDER CO., PA.  
JOHN S. WILEY, Proprietor.  
This hotel is now prepared for the accommodation of guests and will afford first rate entertainment to persons visiting Freehold. Every effort will be made to promote the comfort of travelers stopping at this house. Choice Horses at the Races and the Table supplied with the best the market affords. An ample stable in connection with the house. April 6, '70

**UNION PLANING MILL!** SELINGROVE, SNYDER CO., PA.  
**Keely & Wagner**  
**Lumber Dealers**  
AND MANUFACTURERS OF  
Doors, Door Boxes, Windows, Shutters Window Boxes, Blinds, Sash, Stair Fixings, Hand Railings, Brackets, Moldings, Flooring, SORBOL SAWING & PLANING SHINGLES, LATH, &c., &c.  
Orders solicited and filled with promptness and despatch. Pleases and examines our stock before purchasing elsewhere.

**DAVID HERSTERER, Prop'r.**  
Accommodations good and charges moderate. Special accommodations for drivers. A share of the public patronage is solicited. April 6, 1871.

**1874. SUMMER. 1874**  
**JUST OPENED,**  
IN MIDDLEBURG, BY  
**Geo. Alfred Schoch.**  
A LARGE ASSORTMENT OF  
**PRINTS, MUSLINS, DRY GOODS,**  
Fancy Cassimeres, Ready Made Clothing, Hats and Caps, Shoes, Hosiery, Gloves, Notions, Shawls, Fans, Parasols and White Goods.  
**ALSO---A FULL LINE OF GROCERIES.**  
Sugars, Coffees, Teas, Spices, Syrups, Fish, &c. &c.  
**TOBACCOES, SNUFF AND CIGARS.**  
ALSO---Queensware, Glassware, Tubs, Pails, Baskets, Etc., Etc.

I have selected the above goods with great care, and ask an examination of the same by those wishing to purchase. Call and see for yourselves. Compare my prices with others. Thankful to my friends for their patronage, on the 1st I respectfully solicit a continuance of the same. (June 26, 1874) **G. ALFRED SCHOCH.**

**Advertising Rates.**

Table with advertising rates: One column one year, 50.00; One-half column one year, 25.00; One-fourth column one year, 15.00; One square (10 lines) insertion, 75; Every additional insertion, 50; Professional and business cards of not more than 5 lines per year, 5.00; Auditor, Excutor, Administrator and Assignee Notices, 2.50; Editorial notices per line, 15; All advertisements for a shorter period than one year, are payable at the time they are ordered, and if not paid the person ordering them will be held responsible for the money.

**I. O. O. F. MUTUAL LIFE Insurance Society of Pa.**

OFFICERS: EDWARD BASSLER, President; J. W. GAUGLER, Vice President; J. W. KNIGHT, Secretary; R. F. ARNOLD, Treasurer.  
JAS. M. VANANT, Act. Middleburg, Pa.  
DIRECTORS: EDWARD BASSLER, M. J. HARRIS, J. W. KNIGHT, J. W. GAUGLER, J. W. KNIGHT, R. F. ARNOLD, J. W. KNIGHT, J. W. GAUGLER, J. W. KNIGHT, R. F. ARNOLD.  
General Plan  
With interest deposited on the 1st of each month, and a dividend of 5% per year.  
For more particulars, apply to the Agents of the Society at Middleburg, Pa.

**T. J. SWINT FORD,** With **RAUB & FINNELL.** Importers and Dealers of **CHINA, GLASS & QUEENSWARE.** 301 & 303 CHERRY STREET, Philadelphia, Pa.

**EMERY & BROWN'S** Ready-made Clothing. Hats, Caps, Boots, Shoes, Hosiery, Notions. 301 & 303 CHERRY STREET, Philadelphia, Pa.

**EMERY & BROWN'S** Ready-made Clothing. Hats, Caps, Boots, Shoes, Hosiery, Notions. 301 & 303 CHERRY STREET, Philadelphia, Pa.

**EMERY & BROWN'S** Ready-made Clothing. Hats, Caps, Boots, Shoes, Hosiery, Notions. 301 & 303 CHERRY STREET, Philadelphia, Pa.

**EMERY & BROWN'S** Ready-made Clothing. Hats, Caps, Boots, Shoes, Hosiery, Notions. 301 & 303 CHERRY STREET, Philadelphia, Pa.

**F. J. R. ZELLER, ATTORNEY AT LAW.** Centreville, Snyder County, Penna. All business entrusted to him will be well and rapidly attended to.

**D. F. KANAWEL, M.D.** Physician and Surgeon. Centreville, Snyder Co., Pa.

**B. T. PARKS, ATTORNEY AT LAW.** Middleburg, Snyder County, Pa.

**J. H. WAGNER, Esq.** Justice of the Peace. Jackson Township, Snyder Co., Pa.