THE POST.

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JEREMIAH CROUSE, Prop'r.

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The Post.

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Editorial notices per line	15

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A GREAT STRIDE

This Advertisement Copyrighted.

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.

OLD METHODS found to be faulty or objectionable, **discarded**. A new and vastly advantageous plan hereby adopted!

OAK HALL

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

!! STARTS ON A NEW CAREER !!

Thoroughly reorganized on a greatly improved plan.

Silencing Objectors! Assuring Equal Rights to All! Ruling Out the Possibility of Unfairness! Securing a Scale of Still Lower Prices! Dropping every feature liable even to Criticism!

GUARANTEEING PURCHASERS AGAINST **MIS**TAKES, **MIS**FITS, **MIS**REPRESENTATIONS, **MIS**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 BROWN'S

ENORMOUS ESTABLISHMENT,

Making its Annual Sales more than $3,900,000!!!

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 commend itself and be commended

BY **ALL THOUGHTFUL FOLK,**

Because advantageous alike to both buyer and seller.

Thirteen years of interested and eager observation of different methods of doing business, while establishing and extending the largest clothing trade in the United States, have brought us to the following

CONCLUSIONS:

1st. That a customer *has a right* to some **GUARANTEE** that his purchase shall prove exactly as represented.

2d. 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.

3d. That, though justice does not require it, comfort and actual security in dealing are greatly promoted by giving to the purchaser the privilege not only of exchange of goods, but of *returning* the same within a given time, and have promptly *paid back the cash in full*.

4th. That all customers buying at the *same time*, should pay *precisely* the *same* price for the *same* quality of goods.

5th. 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 "bragging up," and sometimes "over persuading" buyers to take goods with which they are not fully suited.

6th. 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 [illegible], a label, [illegible] the authority and guarantee of the firm, bearing a printed description of the [illegible] 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, but [illegible] there is no establishment which has accepted [illegible] these conclusions, and ordered their business accordingly. One "Cash," another "One Price," &c., &c., 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.

WANAMAKER & BROWN, S. E. Cor. 6th and Market Sts.
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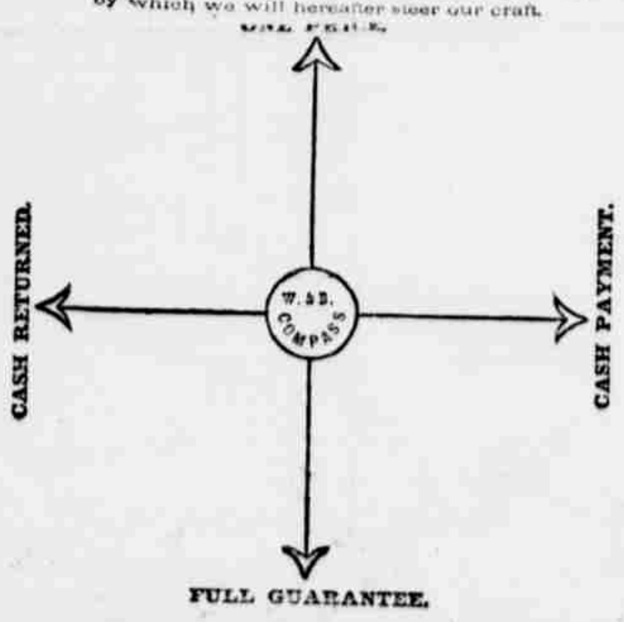

EXPLANATION AND ELABORATION
OF WANAMAKER & BROWN'S NEW PLAN.

1st POINT. "CASH." 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.*

2d POINT. "ONE PRICE." The *fairness* of this feature of our plan all will praise. It is simply treating all alike—exacting nothing from indisposition to bargain or ignorance, and, at the same time, conceding *all* that shrewdness 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 the rule. The price will be marked in plain figures and no alteration allowed.

NOTE.—Whenever the exigencies of the season, the state of trade, or the money market may demand, the right is reserved to go through our stock before or after business hours and mark down any lot or lots of goods, changing the figures on all the labels, so that the new rates are the same to all, and all buy alike at the mark down prices.

WANAMAKER & BROWN WILL NEVER HOLD THEIR GOODS.

3d POINT. "Full Guarantee." A printed Guarantee, bearing the signature of our firm, will accompany each garment as a Warrantee. This binds us in every sense, and will be honored as quickly as a good draft of the Government of the United States. This is a sample of the Full Guarantee, and tells its own story:

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 uninjured within 10 days of date of purchase.*

[*Signed*,] *WANAMAKER & BROWN,*
OAK HALL,
Sixth and Market Streets, Phila.

DATE, ____________

4th POINT. "Cash Returned." 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 uninjured, 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 these which we have now explained, are simply innumerable. Saving of time and temper, perfect security, absence of all huckstering, &c., &c., &c. 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.

[illegible]

know nothing [illegible] all but [illegible] men

[illegible] increase of sales, a smaller profit on each article is sufficient.

All of these "*by-ways*" lead direct to

CHEAPNESS,

and this without lowering the quality or style of our Celebrated make of Men's and Boys' Clothing

SOME OTHER THINGS

Wherein this plan differs from others:

[illegible]

We have for years been working *towards* the present point, [illegible] and have been carefully weighing for a long time these newer 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.

[illegible] we are proud) on the [illegible] we launch the Oak Hall Craft on the [illegible] for the Fall Trade, and by all our experience in trade, and all our knowledge of human nature, we are led to anticipate that

Marvellous and Unprecedented Increase of Business for which we are well prepared.

Our warehouses, comprising 27 spacious rooms, are stocked to the full; our home mills have been turning out large quantities of goods to this time now in store, and foreign fabrics by the ship load, are now on our counters. Our workmen have been [illegible] they are numerous. With the improvements already made [illegible] new styles, new colors, new cuts and more careful finishing. Everything possible has been done to meet and gratify the rush, and now

Let it Begin.

WANAMAKER & BROWN,

THE LARGEST CLOTHING HOUSE IN AMERICA.

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

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

OFFICERS.
EDWARD BASSLER, President,
J. W. GAUGLER, Vice President,
J. W. KNIGHT, Secretary,
B. F. ARNOLD, Treasurer.

JAS. M. VANZANT Agt. Middleburg, Pa.

DIRECTORS. [illegible]

General Plan [illegible]

JAS. W. KNIGHT, Sec.
Home Office [illegible] Pa.

THEOS. SWINEFORD, WITH HAUB & FRYMIRE, IMPORTERS AND JOBBERS OF CHINA, GLASS & Queensware. 301 & 303 CHERRY STREET, Between 3d and 4th, Philadelphia, Pa.

GEO. M. SMITH, Successor to Henry Houser, NEW FIRM AND NEW GOODS. ADAMSBURG, SNYDER CO., PA. Have opened up with a large assortment of DRY GOODS, Cloths, Cassimeres, Prints, Muslins, &c. &c. Ready-made Clothing, Hats, Caps, Boots, Shoes, Hosiery, Notions. LADIES' DRESS GOODS of every variety and style, cheaper than cheap. Sugars, Coffees, Teas, Spices, Syrups, Fish, &c. &c. TOBACCO AND SEGARS. Also—Queensware, Glassware, Hardware, Wood and Willowware. By strict attention to business, and always keeping stock bought, country trade, and selling at lowest rates [illegible] SMITH & MANBECK. L. L. MANBECK.

HARDING & FERRIS, Patent & General Claim Agency, Washington, D. C. [illegible] Jan. 12, '75.

GROSS & BROTHERS, Manufacturers of and dealers in all kinds of BILL TIMBER, LUMBER, PALING, SHINGLES, LATH, FLOORING, etc., Shamokin Dam, Snyder County, Pa. All orders promptly filled. Walnut, Cherry, Poplar, and Linn Lumber [illegible] 7 29y

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 KERSTETER, Prop'r. Accommodations good and charges moderate. Special accommodations for drovers. A share of the public patronage is solicited. D. KERSTETER. April 6, 1871

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

UNION PLANING MILL! SELINSGROVE, SNYDER CO., PA. Keely & Wagner Lumber Dealers AND MANUFACTURERS OF Doors, Door Boxes, Windows, Shutters, Window Boxes, Blinds, Sash, Stair Fixings, Hand Railings, Brackets, Mouldings, Flooring, SCROLL SAWING & CABINET TURNING Shingles, Lath, &c., &c. Orders solicited and filled with promptness and despatch. Please call and examine our stock before purchasing elsewhere. -30tf

NEW STOCK OF SPRING AND SUMMER GOODS at ISAAC BEAVER'S. The subscriber would inform his friends and the citizens in Middleburg and the surrounding country, that he has just returned and is now [illegible] a large stock of all kinds of DRY GOODS, such as Cloths, Cassimeres, Kentucky Jeans, Cottonades, of every Style and quality, also Ladies' Dress Goods SILKS, ALL WOOL DELAINES, Merinos, Poplins, &c. &c. at all prices and very cheap. Hats and Caps, Carpets, Floor, Table, & Stair Oil Cloth, BOOTS AND SHOES, Hardware, Queensware Tin & Glassware Wood & Willowware. Coffees, Sugars, Syrups, Molasses, Teas, of all kinds, and at Low Prices. Cigars & Tobacco, FISH & SALT, Wholesale and Retail. Coal, Coal, Coal, SHAMOKIN & WILKESBARRE, Superior Bituminous Coal for Blacksmith's use. The Highest Market Price Paid for all kinds of COUNTRY PRODUCE. Dried Fruit, Potatoes, &c. Also: Dealer in ALL KINDS of GRAIN & SEEDS, for which the Highest Price in CASH will be Paid. Apr. 29, '74. ISAAC BEAVER, Middleburg, Snyder Co. Pa.

Middleburg Grain Market. Corrected Weekly by ISAAC BEAVER.

Wheat New,	80 to $1.00	Rye,	65cts.	Oats,	50cts
		Corn,	70 "		

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. TOBACCOS, 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 in the past, I respectfully solicit a continuance of the same. [June 2?, 1874 tf] G. ALFRED SCHOCH.

F. J. R. ZELLER, ATTORNEY-AT-LAW, Centreville, Snyder Co., Penn'a. [illegible] German language.

DR. J. F. KANAWEL, PHYSICIAN AND SURGEON, Centreville, Snyder Co., Pa. Offers his professional services to the public. 6 28tf

GRAYBILL & Co., WHOLESALE DEALERS IN WOOD AND WILLOW WARE Oil Cloths, Window Shades, Brooms, Mats, Brushes, Cotton Laps, Grain Bags, [illegible] Nets, Buckets, Twines, Wicks, &c. No. 120 Market Street, Philadelphia. Feb. 7, '67

B. T. PARKS, ATTORNEY AT LAW & DISTRICT ATTORNEY, MIDDLEBURG, SNYDER COUNTY, PA. Office in Court House. [Aug 15, '67tf

B. F. VAN BUSKIRK, SURGICAL & MECHANICAL DENTIST, Selinsgrove Penn.

Y. H. WAGNER, Esq., JUSTICE OF THE PEACE, Jackson Township, Snyder Co. Pa., Will attend to all business entrusted to his care and on the most reasonable terms. March 1?, '74tf