When with some soap a salesman bold
Comes in your place to there unfold
His samples, and proceeds to say:
"This equals, sir, in every way
The IVORY; 'tis made in fact
By the same formula exact;
'Tis just as white, indeed the man
Who makes this soap by perfect plan,
Has made the IVORY o'er and o'er
For Procter & Gamble heretofore.
Besides, this soap brings to the till
More profit than the IVORY will."

He means to use by such a game,
Your reputation and good name
A fraud or counterfeit to sell
Of what is known and proven well.

This means his soap will never go
On its own merits fast or slow;
And you, like him, the truth must toss,
Clean overboard, or sell at loss. [land
It means still more, that throughout the
The IVORY SOAP'S in great demand.
For none chase with imitations frail
An article that has no sale;
And who for counterfeit will pay
The price of genuine goods to-day?
Then whence can the advantage flow
Or how can you "more profit" know?

Reply to all who do intend
To use you thus to gain their end:
"When you for your own soap create,
Upon its worth demand as great
As IVORY SOAP this day can claim,
I'll buy, should trade require the same
But have no time, I tell you true,
To introduce your soap for you,
And customers perhaps offend
With goods I fear to recommend."

Don't buy the soap that salesmen say:
"Is like the IVORY every way,"
For grocers can this tale unfold
Of every hundred cakes they sold
On seventy-five a loss they bore,
Or else it ne'er had left their store.

A WORD OF WARNING.

There are many white soaps, each represented to be "just as good as the 'Ivory';" they ARE NOT, but like all counterfeits, lack the peculiar and remarkable qualities of the genuine. Ask for "Ivory" Soap and Insist upon getting it.

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In this Department Heavy Stocks are carried, selected especially for the Johnstown trade. All goods are warranted to be of the very best material, well made stylish and durable. The Stock of Gents' Furnishing Goods in general cannot be excelled.

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On the second and third floors, with convenient entrance by hallway from Washington street, is the Shoe Shop and Leather Department, where Fine and Coarse Boots and Shoes are made to order, and where a large stock of Shoe Findings of all kinds, and a fine assortment of Upper and Sole Leather is kept constantly on hand.

Groceries, Vegetables, Hardware, Etc

The stock of Groceries, Provisions, Etc., is unsurpassed in quality, and is always fresh, being turned once every month. Only the very finest Teas, Sugars, Spices Etc., in the market are purchased, and clerks are under orders to invariably give "down weight" and "heaping measure." The stock of Queensware is large and varied, and from the common Earthenware to the finest Porcelain and China ware the assortment is complete. An open stairway leads from the Grocery to the Vegetable Department, where every variety of Seasonable Produce and Green Groceries kept, including Foreign and Domestic Fruits, Oysters, Fish, Etc. In the rear of the Grocery are the Hardware and Tobacco Departments, and the buyer is assured that he will be offered the very best goods at the lowest prices.

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The Tailor Shop occupies several rooms in the second and third stories of the building—entrance from the river side. The Cloth Room is well stocked with Cloths Cassimeres, Cheviots, Etc., and also a fine assortment of the celebrated Woodvale Woolens, which are without a rival in the market Clothing will be made to order promptly and in Fashionable style. Inferior trimmings are never used, and satisfaction is guaranteed in every instance.

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