

## ADVERTISING — 1853 STYLE IN BROWNSVILLE

Last century, local businessmen often used clever devices to attract attention to their stores and products. The ad below was in the *Waynesburg Eagle* on August 3, 1853.

### NECK OR NOTHING

You that have heads, prepare those heads to cover,  
And you with feet, prepare those feet moreover,  
As heads are nought without good Hats or Caps,  
So feet unless one "stands well on his taps".

Then if inclined to buy, or make a "speck",  
Hasten at once to CHRISTY'S in the "Neck",  
Where Hats and Caps, all sizes and all hues,  
Are found, as well as first-rate Boots and Shoes.

### WHERE IS THE NECK?

It is a narrow Neck or ridge of land connecting Bridgeport [present-day South Brownsville], which may be called the Head, with the body of

### BROWNSVILLE.

And where is built an active business Street, in which is located, directly opposite the U.S. Hotel,

The noted Hat, Cap & Truck Depot of

### R.T. CHRISTY.

Where will be found every description of Hats, Caps, Boots, Shoes, Trucks, Muffs, &c., embracing Kossuth, Boys' and Children's of Eastern manufacture, Pearl, Panama, Braid, Fur, Silk, and indeed everything in the line of head gear, suitable for all climates and seasons, and of the latest and most approved fashions. For the understanding, also, will be found here, manufactured under his own eye, by the best and most faithful mechanics,

### BOOTS AND SHOES,

Of all kinds, including Gaiters and Half Gaiters, for Ladies, Misses, and Children's of every variety; fine boots, Half Boots and Slippers for Ladies; every assortment of Men's and Boys' Boots and Shoes, and all made of the very best quality of materials and warranted in every instance. . . . all of which will be sold at the very lowest possible figure, either for cash or good country produce.

R.T. CHRISTY

June 29, 1853

John Kent Folmar