

# AMHERST ADVERTISER.

Vol. 1. Amherst, Wis. Tuesday, Sept. 16 1890. No. 1.

## INTRODUCTORY.

This, the first issue of the Advertiser, is without doubt, the smallest paper that is published in this state at the present time.

But we hope that its size will not effect its merits in the least.

Our purpose in issuing this number is not for profit but for pleasure and benefit, and while we benefit ourselves we wish to benefit the business people of our village as well.

The advertisements in this number are inserted free, and we will try to give each and every one an equal share of the small space allotted to advertisers. Those receiving a parcel of these papers will please distribute them where they will do the most good.

This paper will be published at irregular periods during the year, and these at such times as will be most profitable and convenient for us. The second number will probably be published sometime during the Christmas holidays.

Call and see the new stock of envelopes at the Advertiser office.

## WHAT IS FAME?

BY PAUL CARSON.

Fame? It is to visit Europe,  
Study art awhile in Rome,  
Paint, perhaps, a dozen pictures,  
Get your name up and come home;  
Then to have the neighbors ask you  
When they see your masterpiece  
"Does the knack of painting pictures  
Take much time and elbow grease?"

And it is to write a poem  
Glowing with poetic fire,  
Full of passion, and the longing  
After something better, higher,  
Some time read it to the neighbors,  
And then, feeling like a fool,  
Hear one say, "I wrote such verses  
Very often while in school!"

Fame? It is to keep on painting,  
Keep on writing if inclined,  
Till the world that lies beyond you  
Your position has defined.  
It is labor till your pictures  
Are exchanged for so much gold;  
Till your poems, like potatoes,  
In the market can be sold.

After you have climbed the ladder,  
From the very lowest round,  
Then the neighbors pat your shoulder,  
And your fulsome praises sound,  
After having, with your talent,  
Learned the money-making art,  
Then they say, "We always loved you;  
Always said that you were smart!"

Leave your orders for harnesses at Moberg's if you wish to get your money's worth.

Self-reliance comes from relying on self, in the hope that self will presently become worth relying on.

Hard work is the best cure for the blues; at least, that is what you always tell other people.—Somerville Journal.

All kinds of cards at the Advertiser office.

## A LIVELY HORSE.

ARTHUR SIMMONS has a Texas pony on his farm at Clokeo, whose ability as a jumper cannot be surpassed. He is a diminutive specimen of that breed of horseflesh, and a day or two ago was put into a big box or crate for shipment to Americus, there being no stock car convenient at the time. The pony and box were placed upon a flat car, and the train pulled out. The little sample of Texas cyclone soon got tired of his close quarters and while the train was running at a speed of thirty miles an hour, kicked the box into a cocked hat, and made a leap for liberty.

He struck terra firma right side up with care, and when the train men came back to view his cold remains, the said remains were quietly nibbling at a keg of iron spikes on the side of the road, and it took four men and a boy an hour to run down and capture him. At least that is what the conductor said.

—Americus (Ga.) Times

## J. J. NELSON,

—DEALER IN—

Dry Goods, Groceries,  
Hats, Caps, Boots, Shoes,  
Clothing, and Hardware,  
Buggies, Wagons, Sleighs,

—AND—

❖ FARM MACHINERY. ❖

## A. J. SMITH,

Attorney and Councillor, at Law.

AND PENSION CLAIM AGENT.

He also represents some of the leading insurance companies of the U. S. such as: PHENIX, OF BROOKLYN, INSURANCE COMPANY OF NORTH AMERICA, OF PHILA., THE OLDEST AND MOST RELIABLE COMPANY IN THE U. S., THE QUEEN, OF LIVERPOOL, AND OTHER RELIABLE COMPANIES.

Collections strictly attended to.

Call on J. O. FOXEN,

NOTARY PUBLIC,

FOR DEEDS, MORTGAGES, AND OTHER LEGAL DOCUMENTS.

ALSO FOR EXCHANGE ON MILWAUKE

EVENSON, LYSNE, & ROE,

—DEALERS IN—

FARMING IMPLEMENTS

### POETRY ON THE NOSE.

How very odd that poets should suppose  
That there is no poetry about the nose.  
When plain as is a man's nose upon his face,  
A noseless face would lack poetic grace:  
Noses have sympathy, a lover knows;  
Noses are always touched when lips are kissing—  
And who would care to kiss if nose was missing?  
Why, what would be the fragrance of a rose—  
And where would be the mortal means of telling  
Whether a vile or wholesome odor flows  
Around us if we owned no sense of smelling?  
I know a nose—a nose no other knows—  
'Neath starry eyes, o'er ruby lips it grows—  
There's beauty in its form, and music in its blows

MOBERG'S harnesses have stood the severest tests for the past 25 years and the verdict is always: none equal, none better, nothing wears like Moberg's harness.

Call and see J. J. Nelson's farm machinery before buying elsewhere.

## P. N. PETERSON,

DEALER IN

AGRICULTURAL IMPLEMENTS,  
WAGONS, BUGGIES, SALT, LAND  
PLASTER, TIMOTHY & CLOVER SEED,  
POTATOES A SPECIALTY,

## C. N. FENTON,

DRY GOODS, GROCERIES, FRUITS,  
CONFECTIONERIES, STATIONERY,  
CHOICE CIGARS, PIPES, & TOBACCO,  
BEST BRANDS OF CHEESE IN THE MARKET  
CONSTANTLY ON HAND.

## E. STARKS, DRUGGIST,

and dealer in PATENT MEDICINES,  
WATCHES, CLOCKS, JEWELRY, TOILET  
ARTICLES, FRUITS, OILS, & PAINT.  
Prescriptions carefully compounded.

## W. C. HULLLEY, FURNITURE DEALER (AND) UNDERTAKER.

PICTURE FRAMES & BRIC-A-BRAC.

## L. H. RAWLER,

BARBER & HAIR DRESSER

Watches, clocks and jewelry repaired in  
the best of workmanship manner.

## A. P. ANDERSON, BOOT & SHOE MAKER.

## W. S. BIGLER,

Manager of

WEST SIDE LUMBER YARD.

—DEALER IN—

LUMBER, LATH, SHINGLES, BLINDS,  
DOORS, WINDOWS, BRICK, LIME, ETC.

## L. P. MOBERG NEWS BOY.

AGENT FOR

DAILY AND SUNDAY SENTINEL,  
OSHKOSH DAILY & SUNDAY TIMES,  
AND POLICE NEWS.

## T. W. CZESKLEBA & SON, STOVES,

→ SHELF AND HEAVY HARDWARE, ←  
WAGONS & BUGGIES.  
GARDEN stoves and ranges.

## MRS. A. ERWIN, MILLINER & DRESSMAKER.

Latest styles of hats and trimmings constantly on hand.

## CENTRAL HOTEL J. L. SHAW, PROP.

Finest vintage hotel to be found in the country.

## GEO. W. SMITH.

→ CITY MEAT MARKET ←  
FRESH & SALTED MEATS,  
FISH & FLOUR.

## MRS. E. W. PEARSON,

→ DRESSMAKER. ←

South end Main Street.

## PHILLIPS & COUCH,

BUYERS & SHIPPERS OF  
HOGS, CATTLE, SHEEP, & POTATOES.

## M. SALCHEIDER,

DEALER IN

WINES, LIQUORS, & CIGARS.

# Amherst Advertiser.

AMHERST, WIS.; Tuesday, Sept. 16, 1890.

Go to the Fair.

Portage County Fair, Sept. 16, 17, & 18.

Dr. A. H. Guernsey has just returned from the east.

Choice stock of robes and blankets at Moberg's harness shop.

Mrs. Sands has just received her new stock of fall hats and trimmings.

Any one who thinks there is no literary talent in Amherst should read the Sept. number of the Western Templar of Honor.

Take your folks to the Fair in a new buggy this year. J. L. Clark's are the best. They are strong and durable and as cheap as any. J. J. Nelson has them for sale.

THE WESTERN TEMPLAR OF HONOR, published in Amherst, A. J. Smith, editor. The Sept. number is full of good sound arguments for the Temperance cause. Among the many is an editorial by G. E. Dusenbury, editor pro tem, which shows him to be an able and earnest worker in the cause of Temperance. We hope the doctor will not let his pen be idle hereafter, although the editor-in-chief has returned. An able article by Edward T. Johnson, entitled Temperance Teaching in our Schools, reflects great credit on the writer, and we commend it to all who have an interest in our schools and the welfare of the growing generation. A. J. Smith also gives an interesting description of his trip to Boston. Amherst ought to be proud to claim such writers as these.

All kinds of job printing done at this office on short notice and at prices as low as can be obtained anywhere, in fact, our prices are below the ordinary rates charged for this class of work. We have now on hand a good stock of the following articles and are prepared to do printing at any time. Note heads, letter heads, bill heads, envelopes, cards, shipping tags, statements, hand bills, etc. Any stock in our line not on hand will be promptly supplied at very reasonable rates.

Call on us for a list of our prices and see our new stock of goods. We are constantly adding new articles to our stock and outfit and if you will kindly aid us with your patronage, we will soon have a printing outfit that will be worthy of anyone's patronage.

A Western editor "improves the occasion" presented by the casual descent of one of his No. 12 brogans upon an unsuspecting "Colorado" in the following pathetic strain:

"One more potato-bug  
Gone to his rest;  
Stepped on so tenderly,  
'Cause it was best,  
Poor little fater-bug!  
Smashed to the dust!  
In thy prosperity,  
Business has bust."

# G. E. DUSENBURY, PHYSICIAN

AND SURGEON.

Office 1 door south of P. O.

# R. Fryar,

SIGN & CARRIAGE painter,  
PAPER HANGER & HOUSE DECORATOR.

# MRS. HATTIE SANDS, MILLINERY

Latest styles of hats, trimmings, etc.

JACKSON MILLING COMPANY.

MANUFACTURERS OF

Flour, Feed, Bran, Corn  
Meal, etc.

# \*GAWTHROP HOUSE\*

# MRS. D. GAWTHROP,

Proprietor.

North side Mill street.

# MALDISON & HARMS, LIVERY STABLE.

A. M. NELSON,  
CENTRAL WIS. LAND AGENCY.

# ISAAC OLESON, LIVERY STABLE.

Opposite J. J. Nelson's residence on Main St.

MRS. N. B. BERG,  
DEALER IN  
GENERAL MERCHANDISE.  
NELSONVILLE

L. L. LOBERG,  
DRY GOODS, GROCERIES,  
& GENERAL MERCHANDISE.  
NELSONVILLE.

# A. MOBERG,

\* Manufacturer and dealer in \*  
LIGHT AND HEAVY HARNESS,  
HALTERS, COLLARS, BRIDLES, NETS,  
SWEEP PADS, COMBS, BRUSHES,  
WHIP WASHES, BELLS; ROBES,  
DUSTERS, BLANKETS,  
**TRUNKS & VALISES.**

OLE IVERSON,  
Architect, Contractor,  
and Builder.

ALSO PROPRIETOR OF  
**AMHERST PLANING MILL,**  
and dealer in LUMBER, SHINGLES,  
LATH, DOORS, WINDOWS, BLINDS,  
AND MOULDINGS.

DR. A. H. GUERNSEY,  
PHYSICIAN & SURGEON

—and dealer in—  
Drugs, Patent Medicines,  
Toilet Articles, Stationery;  
Toys, Fruit, Groceries, etc.

**Excelsior**  
FLOURING MILLS,  
Manufacturers and dealers in  
GRAIN, FLOUR, BOLTED  
CORN MEAL, FEED, BRAN,  
MIDDINGS, ETC.

JEROME NELSON, Proprietor.  
J. S. LOBERG, Manager.

**BERT GUIANT**

..... Proprietor of.....  
BERT'S SAMPLE ROOM,  
and dealer in  
FOREIGN AND DOMESTIC WINES,  
LIQUORS, AND CIGARS.

**O. H. BAKKE,**  
MERCHANT TAILOR.

DEALER IN  
GENT'S CLOTHING  
& FURNISHING GOODS.

Clothing cleaned and repaired cheaper and  
better than can be done at home.

**J. SIVERTSON,**  
BLACKSMITHING & HORSE-SHOEING.

\* also dealer in \*  
WAGONS, BUGGIES, ROAD CARTS, & SLEIGHS.

**MRS. DORA BOSS,**  
PHOTOGRAPHER.

**FOXEN & MURAT;**  
—DEALERS IN—  
DRY GOODS,  
GROCERIES,  
HATS, CAPS,  
BOOTS, SHOES,  
\* AND \*  
**READY MADE CLOTHING.**  
PUBLIC TELEPHONE OFFICE.

**R. R. FRYAR,**  
GROCERIES, CONFECTIONERY, STATIONERY,  
HATS, CAPS, GREEN & DRY FRUITS.

**5 CENT COUNTER**  
Especially attraction.  
Don't forget to call on Dick when you  
want anything in his line.

**C. W. WESTLEY**  
keeps constantly on hand  
a full line of Bedroom sets, lounges,  
easy chairs, rockers, bedsprings, & mattresses,  
and everything in the furniture line.

FURNITURE REPAIRED.  
**SCREEN DOORS AND**  
**WINDOW SCREENS.**

A full line of undertakers goods, such as  
burial cases, caskets, robes, etc.

**LYSNE & ROE,**  
..... DEALERS IN.....  
**GENERAL MERCHANDISE,**  
**HARDWARE,**  
and READY MADE CLOTHING.

**ISAAC SIMCOX,**  
TENSMTIH,  
and dealer in **STOVES, TINWARE, AND**  
**SHELF HARDWARE**

Dr. Tho. M. Clark,  
**BOTANIC PHYSICIAN.**  
Cor. Church & Linark Streets.

**C. P. SOMMERS,**  
Dry Goods, Groceries, and  
**GENERAL**  
**Merchandise.**

**GOTTFRIED PREUSS**  
Blacksmithing,  
Horse-shoeing,  
& Wagon-making.

# AMHERST ADVERTISER.

Vol. 1. Amherst, Wis., Tuesday, Dec. 23, 1890. No. 2.

## A PENCIL SKETCH OF AMHERST.

ITS SURROUNDINGS AND ATTRACTIONS TO THOSE SEEKING A DESIRABLE PLACE FOR A PLEASANT HOME OR A GOOD BUSINESS SITE

The village of Amherst is nestled in the valley of the To-morrow River, on Sections 21 & 22 Town of Amherst, Portage County, Wis.

Its present population numbers between five and six hundred inhabitants, with good prospects of its numbering into the thousands in the near future.

No place in Central Wisconsin possesses so many advantages and inducements to business enterprise as does this thriving little village, for no other village has so large a territory to draw trade from and furnish supplies to.

The country surrounding this village comprises some of the most fertile hills and valleys in Central Wisconsin, and extends in an almost unbroken line of rich farms for a distance of twenty miles from northeast to northwest and sixteen or twenty miles from southeast to southwest.

The nearest competitors are Waupaca, twelve miles southeast, Scandinavia, eight miles east, Plover, thirteen miles west, and Stevens Point, sixteen miles northwest, making this the natural market place of the towns of Alban, New Hope, and portions of Iola, Scandinavia, and Farmington from the northeast, east, and south east. The towns of Lanark and Belmont to the south, also portions of Almond, Buena Vista, and Stockton, embracing an area of about 184,500 acres of territory. A large portion of the land in this territory is unsurpassed for the raising of vegetables and root crops. As for potatoes it has no equal in the Middle States as regarding yield per acre or excellence in quality.

It is also advancing into the front-ranks as a dairy and stock country.

Shipping and market facilities are unsurpassed. The Wisconsin Central and the Green Bay Winona, and St. Paul Railways give shipping facilities to all markets east, west, north, and south. The great pineries and the Lake Superior mining country north and northeast make a good and near market for live stock and dairy products. This market being near by via the Wisconsin Central R. R.

As a place of quiet and rest for anyone retiring from business and seeking rest and quiet away from the noise and confusion of the large cities, this village gives great inducements, for here a home can be procured cheap and the facilities for recreation and pleasure are abundant. The country is abundantly supplied with clear and sparkling streams well stocked with fish.

The most beautiful lakes in the state are within a distance of from two to three miles from the village, with good roads lined with picturesque scenery leading to them.

The wooded hills and valleys abound in small game in their season. The genial climate and pure water in our springs, rivers, lakes, and wells are unexcelled anywhere in this state or in the Middle West.

As to favorable surroundings, Amherst has all that the most critical can wish for in a new country which is improving fast at present but has been slow in the past. The village has had a tardy growth, keeping pace with the surrounding country. But this can not be charged to a lack of enterprise but rather to caution and a lack of capital with its business men, they having commenced with small capital and built up only as their limited means would allow.

They, now, like nearly every farmer in this vicinity, own their homes and places of business, so they need never fear of rents absorbing their profits.

There are at present nearly forty mercantile, mechanical, and professional firms doing business in the village. A brief mention of the most important must suffice for this issue.

## A BRIEF SKETCH OF THE BUSINESS HOUSES AND BUSINESS FIRMS OF AMHERST.

### AMHERST ROLLER MILLS,

This mill was built by Messrs. Bancroft and Grover in the year 1859, this being the first industry started in the town.

This mill is now owned and operated by the Jackson Milling Company, with Mr. F. E. Timian as manager. The products of this mill compete with the products of the best mills in the United States. Even the famous mills of Minneapolis can produce no better flour. There being so large a demand for their flour and feed that their capacity is unequal to the demands although the mill is running night and day.

Dr. A. H. Guernsey,

Physician and Surgeon and dealer in Drugs, Salsinery, Groceries, and Confectionery.

The Doctor settled here as a practicing physician about thirty years ago. His assistance to the sick and afflicted is well appreciated, which has enabled him to accumulate a nice property and build up a good trade in his line.

J. J. NELSON,

Comes next in point of business age. He commenced business in company with his brother A. M. Nelson, in 1865, they then being young men with small capital, but by hard work and constant and diligent attention to business, Mr. Nelson has built up a trade of great magnitude, and accumulated a capital which would place him on a level with many a large capitalist of our metropolitan cities.

His store is stocked with every thing that is needed in the house or on the farm.

His long experience in business and ability to discount his bills enables him to buy the choicest goods at the very lowest prices in the

eastern markets, thereby enabling him to sell at the lowest market prices.

"Square dealing and small profits" has always been his motto.

His immense store and ware rooms are constantly filled from basement to garret with choice assortments of goods, some of which will be named below.

Buggies, wagons, agricultural machinery, sleighs, carts, wheel barrows, ladies cloaks and shawls, codfish, mackerel, hats, boots, shoes, plow points, chains, bucksaws, dress goods from calico to choicest silks and satins, soap, nails, dried fruit, albums, lamps, books, ready made clothing pipes, confectionery, wall paper, glassware, and drafts from a pure Durham mustard draught to a draft on Mitchel's bank of Milwaukee.

In fact every thing in the mercantile line can be purchased at Nelson's Emporium.

#### FOXEN & MURAT,

This enterprising firm has been in business here ten or twelve years, and commencing with a small stock of goods and a large supply of push and energy, they have, by careful attention to business, accumulated a fine and large stock of general merchandise, such as dry goods, groceries, boots, shoes, hats, caps, gloves, mittens, hardware, glassware, crockery, etc.

They are also agents for the most popular Trans Atlantic Steamship Companies.

The above firm have a large circle of friends, admirers, and patrons in all parts of the country.

#### E. STARKS, Druggist.

Dealer in drugs, oils, paints, patent medicines, toilet goods, stationery, school books, jewelery, toys, musical instruments, groceries, confectionery, and sporting and optical goods.

Mr. Starks has been in business here since 1867

During these many years he has always been found at his place of business, ready to serve all with care, promptness, and courtesy.

His fine home and abundantly stocked store are evidences that the public appreciate his constancy to his business.

#### ISAAC SIMCOX.

Tinsmith and dealer in stoves, hardware, and cutlery. Mr. Simcox has been in business here since 1868. As a mechanic, Mr. Simcox ranks with the very best. As a citizen, neighbor, and friend, no truer can be found. As a business man he well merits his large circle of patronage.

#### P. N. PETERSON,

Dealer in agricultural machinery and farm produce.

Mr. Peterson is one of the most energetic produce dealers of the west and to his energy is due much of the commercial thrift of this place.

#### C. P. SOMERS,

Dealer in general merchandise.

This gentleman by his courtesy, ability, and integrity, has made a host of friends and built up for himself a good trade which bids fair for a continuous growth.

#### T. W. CZESKLEBA & SON,

Dealers in light and heavy hardware, tools, and ranges. This firm, though only two years in the business, carry an entirely complete stock and are receiving a large patronage which they fully merit.

#### LYSNE & ROE,

though only established one year, carry a fine stock of general merchandise and are building up a large trade such as would do credit to an old firm. These gentlemen are both young, courteous, and industrious, and deserve all the patronage they receive.

#### RICHARD R. FRYAR,

Proprietor of Dick's Hall and dealer in provisions, groceries, confectioneries, green and dry fruits, canned goods, fish hooks and lines, tobacco, toys, snow shovels, brooms, syrup, hats, caps, flour, bric-a-brac, tablets, stationery, and 5 cent counter goods. Dick is a hustler from 'way back and is bound to supply his customers with what they want and he is sure to please all.

#### C. N. FENTON,

Dry goods, groceries, confectionery, and fruit. Although only five years in the business, Charlie is growing very fat and good natured, which he has good cause to be, for his stock, like himself, is getting too large for his cramped quarters. His constant increase of stock indicates a large and growing trade. Full weight, plump measure, quick sales, and small profits, is his motto.

#### W. C. HOLLY,

Furniture and undertaker's goods.

Mr. Holley is always ready to supply everyone with any thing from a doll's cradle to a parlor suite at lowest market prices.

#### G. W. SMITH,

Proprietor of Amherst Meat Market and dealer in fresh and salt meats, flour, poultry, and oysters. Also buyer and shipper of fresh meats, hides, lard, and tallow. — George is doing well and is working up a good trade.

#### C. W. WESTLEY,

Dealer in furniture. Upholstered and plain caskets and burial cases, robes and all kinds of undertaking goods always in stock or furnished on short notice. He keeps the choicest and most complete stock of furniture to be found in this vicinity.

Furniture repolished and repaired in the best of workmanship manner.

Charley is receiving a large trade which he fully deserves and appreciates.

#### L. H. FOWLER,

Tonsorial artist. Mr. Fowler, in connection with his barbouring, repairs watches, clocks, and jewelery. The large patronage he receives in both these lines is evidence that the public appreciates his good workmanship.

Although only a resident of a few years here, he has made many fast friends and his surroundings give evidence of prosperity.

# Amherst Advertiser.

AMHERST, WIS., Tuesday, Dec. 23, 1890.

Since we published the September number of this paper we have received so good a patronage in job work that we are induced to again greet our patrons, hoping to still receive your favors as in the past.

We ask you not to notice our mistakes and shortcomings, as we have had so little experience in this work. We think our experience now and here to fore will aid us in this so that we will become less apt to make these mistakes in the future.

We have lately added a great many articles in the way of printing materials to our stock, and are much better prepared to do job work than ever before. Give us your patronage and we think we can suit you in whatever work wanted that is within our power to do. By practice we hope to gain perfection.

Thanking you for past favors we wish you all a Merry Christmas and a Happy New Year.

## O. H. BAKKE.

Merchant tailor and dealer in ready made clothing and gent's furnishing goods.

Mr. Bakke has a large trade which enables him to keep two or three assistants. He is a first class workman and employs only experienced hands. His work is highly appreciated.

## OLE IVERSON.

Architect, contractor, and builder. Also dealer in lumber, lath, shingles, doors, windows, etc.

Through his energy and enterprise is due much of the building and growth of the east side of the village.

## J. H. BIGLER & SON.

Proprietors of West Side Lumber Yard and dealers in doors, windows, blinds, brick, lime and cement. This firm does an immense amount of business, they having a saw mill in town 25, 12 miles north of this place. Their cut of lumber is over one million feet per year, most of which is hauled here in the winter to be sorted, piled, and seasoned. Much of it is retailed from the yard here. The remainder is shipped to other markets.

They have also recently bought new and improved machinery and started a planing mill here in connection with their other enterprises. This looks as though they were prospering and we think they are.

## A. J. SMITH.

Attorney at law. Our community is very peaceful and law-abiding, so we have little use for him in that capacity, although he is a very capable man in that profession. But he is found to be a very useful man in many public enterprises, thereby making piles of money and many friends.

Mr. Smith is one of the most successful pension claim agents in the state. He is also editor of the Western Templar of Honor, the best paper published in the cause of temperance.

## G. E. DUSENBURY.

Physician and Surgeon.

Doc. is quite a boy yet when with the young folks, but do not blame him. They all like him, old and young alike. In the few years he has been here he has made a host of friends and we hope a good bank account also.

As a doctor, no better one ever entered the sick room. No boy there. The mask is dropped the instant he is called to work.

## MALLISON & HARMS.

Livery and boarding stable.

These gentlemen are doing a good business requiring twelve or fourteen horses and several men to do all that they are called upon to do.

These men are energetic and obliging and well deserve their success.

## CENTRAL HOTEL.

This house is a large, commodious, and nicely furnished house that would be an ornament and credit to a much larger town. This house is receiving a large amount of patronage.

The new proprietor is doing every thing in his power to please the most fastidious of patrons.

## COUCH & PHILLIPS.

Buyers and shippers of hogs, cattle, and sheep. Also dealers in farm produce. Potatoes a specialty. These men are widely known as the most liberal buyers in the country.

## MRS. D. GAWTHROP.

Proprietor of the Amherst House.

This house was recently built and furnished throughout with all new furniture, etc. Mrs. Gawthrop, having had many years experience in the business, feels confident that she knows the wants of the traveling public. Her success so far proves her ability to be not over estimated.

## EXCELSIOR FLOURING MILLS.

Jerome Nelson, Proprietor.

This excellent mill is one and one half miles from the village. It is equipped with the best modern machinery and its products are of such excellent quality that Mr. Nelson fears no competitors.

## BALDWIN & GROVER.

Buyers and shippers of potatoes and farm produce. This enterprising firm has recently built a large ware house and side track which gives them excellent facilities for a large and growing business. To this firm is due much of the improvement in our home markets.

There are also two blacksmith shops and two shoe shops in the village whose proprietors are excellent workmen and industrious and obliging business men. Their large patronage proves that their services are appreciated.

There are also two saloons that are doing a thriving business and whose proprietors are courteous and sober men and good citizens, keeping orderly places as far as can be expected of them. If evils must be among us we are thankful that we have not the worst of them.

**UNIVERSAL ADVICE.**

Advertise justly, wisely, and well,  
 What it will bring you, time will soon tell.  
 The good and useful as well as gold,  
 The oil of gladness bought and sold.

Advertise for wisdom, truth, and love  
 They are commodities sent from above.  
 Pearls of the mind when on the string,  
 Glisten! aye, sparkle! where e'er gold is king.

Wisdom's more precious than much fine gold,  
 Truth of more value than rubies, we're told.  
 Love is beginning and end of all things,  
 'Tis life itself, the blessed in Paradise sing.

Advertise truly each gem you've in store,  
 If others have better let them advertise more.  
 The flowers of Eden are blooming there yet,  
 The sun of righteousness never shall set.

Trees that are growing may sometime bear fruit  
 Voices be musical that long have been mute.  
 Then advertise justly, yet advertise well,  
 The scales are now turning; time will soon tell  
 Who for a penny his birthright will sell,  
 To heavenly happiness, and accept of hell.

Written for the Advertiser by Claus Blunderbus.

This is the second number of the ADVERTISER.  
 It will probably be printed several times during  
 the preceding year, and we expect to enlarge  
 it by the date of the next issue.

These papers will be for sale at this office at  
 the following prices. 2 for 5 cents, or for those  
 wishing more, we will sell them at the rate of  
 10 for 15 cents.

**MRS. HATTIE SANDS,  
 MILLINER,**

AND DEALER IN

Hats, Bonnets, Trimmings,

—AND—

**NOTIONS,**

such as Combs, pencils,  
 buttons, towels, under  
 clothing, spool silk, hand-  
 kerchiefs, etc.

**MRS. DORA BOSS,  
 PHOTOGRAPHER.**

Mrs. Boss is now making pictures at very  
 reduced rate. Call at once if you wish to get  
 your pictures cheap.

**JUDGE NOT. HASTE NOT.**

When the mighty upon earth  
 Trample on a race despised,  
 And in south as well as north,  
 Power over all is right,  
 And the weak must bow to might,  
 Within thy beam shut thyself  
 And there make peace with all.

**AMHERST SCHOOL REPORT  
 for the term ending Dec. 19th 1890.**

**HIGHER DEPARTMENT.**

No. of days taught during the term	70
No. of boys enrolled during the term	31
" " girls " " " "	42
Total no. of pupils enrolled	73
Average daily attendance during the term	47
Percent of attendance	82 1/2
Not absent during the term,	May Weller.

**INTERMEDIATE DEPARTMENT.**

No. of days taught	71
No. of pupils enrolled	35
Average daily attendance	26
Percent of attendance	86

**PRIMARY DEPARTMENT.**

No. of days taught	71
No. of boys enrolled	44
" " girls " " " "	27
Total no. " "	71
Average daily attendance	42 1/2
Percent of attendance	75
Pupils not absent during the term,	Nora
and Carrie Starks and Eda Harms.	

M. S. McKee, Principal. Lottie J. Gasmann  
 and Grace M. Fryar, Teachers.

**L. P. MOBERG,  
 NEWSBOY,**

AGENT FOR

**DAILY & SUNDAY SENTINEL  
 AND DAILY & SUNDAY TIMES.**

FOR

**HOLIDAY GOODS,  
 SCHOOL SUPPLIES,  
 ETC.**

GO TO

**T. W. SIMCOX,**

Who makes a special effort to keep a good  
 assortment of such goods.

After Christmas he will have the finest and  
 most complete stock of tablets and other school  
 supplies ever seen in this town.

Give him a call and be  
 convinced.