
AMHERST PIONEER.

Vol. 1.

Amherst, Wis., Mar. 22 1884.

No. 1.

THE SLEEPING-CAR.

Young men brought up in the country generally think that they must go a great distance from home to seek "their fortunes." Fifty years ago, ambitious boys were very apt to long to go to sea, but to day they prefer to seek their fortunes in our large cities. Many of our most successful men, however, have originated business in the towns in which they lived, and where no one but themselves could see a prospect of success. The late Senator Wagner was one of these. Born and reared on a small farm in the valley of the Mohawk, he afterwards learned the trade of wagon-maker. But at the age of twenty-six not having succeeded very well, he accepted the post of station-agent on the Central railroad, which he retained for seventeen years.

He had a head upon his shoulders, and in that head he had a pair of eyes. One of the uses to which he put those articles of furniture was to notice and reflect upon the extreme discomfort endured by passengers on night trains from not being able to lie down, nor even to rest their heads. He thought of the *sleeping-car* and employed his leisure in thinking out details of its construction.

Under his superintendence, four very rude,

imperfect cars were built and put upon the track in 1858, while he was still in the employment of the New York Central road.

The great objection to these first cars was their bad ventilation, to remedy which he invented the elevated roof, now universally employed.

The cost of these first cars was a little over three thousand dollars each. A complete Wagner sleeping-car as we now have it, costs twenty thousand dollars.

The making and running of these cars grew to be an enormous business, which, in a few years, rendered the late Senator one of the most important business men in the United States. But to the last he clung to his old home and his old friends.— *Home Companion.*

A MASSACHUSETTS paper says that all Texas citizens wear their hats over their ears. How do you suppose they'd look if they wore them under their ears?

At Kalamazoo, Mich., an old lady objected to the setting of a telegraph pole on her premises, saying she wasn't going to have that thing there to telegraph everything she said all over town.

Air—Leap Year Waltz.

Hearts were made to break,
Hands were made to squeeze,
Eyes were made to rove about,
And make men do as you please.
Ears were made to burn,
Feet were made to show,
Girls were made to flirt with the men
But men with the girls,—oh no!
Waists were made to hug,
Tongues were made to tune,
Arms were made to circle the girls,
And Lovers were made to spoon.
Eyelids were made to droop,
Cheeks were made to blush,
Hair was made to curl and friz,
And lips were made—oh hush.

A dutch Congressman remarked, "Ven I vas elected, I thought I would find dem all Solomons down here; but I found der vas some as pick fools here as I vas minself."

The following incident is said to have occurred once in Chatham street, New York, where a countryman was besieged by a shop-keeper:

"Have you any fine shirts?" said the countryman.

"A splendid assortment. Step in, sir. Every price and every style. The cheapest in the market, sir."

"Are they clean?"

"To be sure, sir."

"Then," said the countryman, with great gravity "you'd better put one on, for you need it."

Auction! Auction!!

Every body should attend the auction, Apr. 5th at M. Brose's residence. Among the best bargains, will be, a span of horses 7 and 9 years old, weighing \$700; also 6 new fanning-mills of the Chicago Sweepstake make, and other things too numerous to mention.

Terms will be made known at place of sale.

FOXEN & MURAT,
GENERAL

MERCH **A**NDISE
AMHERST WIS.

E. STARKS,
DRUGGIST,
Amherst, Wis

Amherst Pioneer.

LOCALS.

J. J. and Adolph Nelson smoke.
Fine weather forepart of the week?
Still another club; It is called 'the Gossip club.'

Cards! Cards!! for every body at this office
Just call and look them over.

Read J. J. Nelson's ad. on 3rd page of this paper.

The masquerade was too much for P. L. Thorsen; he has been under the weather ever since.

Will Boss is learning the Photographer's trade at Baldwin's gallery. Well!

Will Kent intends to paddle his canoe on the lakes this summer with his brother Albert.

Frank Banerft called at this office this afternoon. Frank is going to Cal. this summer.

This is the first issue of this little paper, undoubtedly the smallest printed. It will be printed once in a while during the year "just for fun"

T. G. Mandt's celebrated Stoughton Wagons for sale at J. J. Nelson's

CAUCAS.

The following are the nominations made at the town caucus Apr. 22 1884.

A. M. NELSON.....	Chairman
Wm. WILSON.....	Supervisor
JEROME NELSON.....	"
A. J. SMITH.....	Clerk
C. E. BUCK.....	Assessor
A. HOWEN	Treasurer

J. J. NELSON, General Merchandise

....AND....

FARMING+IMPLEMENTS. AMHERST, WIS.

He has for sale

The Ohio Champion Reapers and Mowers.
Van Brunt & Davis Co's Monitor Seeder,
Oliver's Patent Chilled Plow, T. G. Mandt's
Wagons and Sleighs; The Davis, Domestic,
New Home, White, and Eldredge sewing-
machines.

CENTRAL WISCONSIN LAND AGENCY

A. M. Nelson.

Land for sale in

Portage,

Waupaca

Marathon

and other counties.

AMHERST, WIS.

HENRY I. NELSON,
AMHERST, - WIS.

used
1895

GENERAL

J O B P R I N T E R

IF YOU WANT

Billheads, Letterheads, Noteheads,
Envelopes, Handbills, Business Cards, Tags,
Invitations, etc., etc.

AT THE LOWEST POSSIBLE RATES, THEN CALL ON
→ HENRY I. NELSON ←

JOHN IVERSON,
General Merchandise
AMHERST.

A. THUM
DRY GOODS & GROCERIES
Amherst, Wis.

AMHERST PIONEER.

Vol. 1. Amherst, Wis., Wednesday, Apr. 2 '84. No. 2

HENRY I. NELSON, Editor and Prop.

MY COUSIN BOB.

Let me tell you about my cousin Bob (said a friend of mine a few days since). Let me tell you what a trick was played off on him. It was a serious affair, and came very near making a bachelor of him for life. It did not, however, for he has since gotten over it, and is now married and doing well.

To come to what I propose telling, I must say Bob took a great notion to Martha Potfield, who lived with her dad and mam just over the swamp. In fact, as some folks say he was head-over-heels in love with her; and, as is the case with all lovers, was in a peck of trouble lest some other feller would step in and "cut him out." To prevent this dread calamity he resolved to go over on the very next Saturday evening and not to come away until he had popped the question and asked the old folks.

Saturday evening came, and my cousin Bob went. On his way he had to pass through the little village of Bellesville; so thinks he to himself, "This poppin' the the question and askin' the old folks ain't just

the thing as it's cracked up to be; so likely I'd better buy somethin' good to take to 'em to put 'em all in good humor."

He thought of everything he had ever heard of, but could settle upon nothing. Ginger-bread for the whole company would be too expensive, candy ditto. At last a happy thought like an electric spark, struck his cranium. Cloves; them was jhe very thing! Five cents would get more than Martha could eat; Cloves were the thing, and cloves he resolved to get. Just as he was entering the store to make his purchase, another difficulty rose up—he had forgotton the name by which the desired article was known. However he was not the man to be turned aside by trifles, so he resolved to get them. With an air of a man of business he entered the store and called out:

"Mr. Storekeeper, I want five cents' worth of these little things they eat—nice to make a feller's breath smell good—nice to give the gals—oh confound it, I can't think of the name! They're little, long things—got heads on 'em like saddler's tacks."

"Cloves, perhaps," suggested the merchant

That's it, ole boss! said Bob. "Cloves—that's the thing. Give me five cents worth of cloves."

When the cloves were tied up Bob pocketed them, and with light heart soon made his way across the swamp. He found Martha and her dad and mam as usual. They all talked of the weather, wind and crops, etc., until the subject was exhausted of it's interest and they sat in silence for some time looking into the fire.

Bob thought, "now is about the best time to pitch in my cloves," so he latched up to Martha and said:

"I've got something in my coat pocket."

"Oh! what is it?"

"Something good to eat—something for you Martha"

"Have you indeed? Well let's have it, then"

"Oh, no you take it yourself. If it ain't worth coming after it ain't worth having, daddy says."

Martha was not a bashful girl so she ran her hand into his pocket and brought out the little parcel.

With much assurance he took it, and telling her to fix her mouth and passing eulogies on the goodness of its contents, he tore off the end of the paper, and poured into her lap, not cloves but a large handful of great ugly, real, genuine saddler's tacks.

Martha screamed, and flopped them over the floor. The old folks laughed, and poor Bob "skipped" for home.

How he and the merchant settled matters at their next meeting I can only judge by appearances; the merchant had a circle of nice purple surrounding one eye. The little affair of the tacks, however, delayed Bob's marriage for about a year.

P. N. Peterson & Co
GENERAL MERCHANDISE,
---and---
FARMING IMPLEMENTS.

John Iverson,
General Merchandise,
---AND---
FARMING IMPLEMENTS:
Produce bought and sold.

A. THUM,
Dealer in
DRY GOODS & GROCERIES,
BOOTS & SHOES:
Give me a call before purchasing elsewhere

WILSON BROS.
AMHERST MEAT MARKET.

We keep constantly on hand all kinds
of Fresh and Salted meats. Cash paid for
Hides Pelts and Tallow,

Foxen & Murat sell the South Bend Chilled
Plow. Call for prices.

Amherst Pioneer

Amherst, Wednesday, Apr. 2 1884.

Henry I. Nelson, Editor.

LOCALS.

Oscar Olson is back from the woods.

Et. Wilson is putting up a new barn.

Arthur Luce came down from the woods last Sunday.

Edgar Allan is back from the woods; he has been logging near Meshee.

B. B. Poppe who is in Norway, will leave for this country about May 1st.

Bakke, the Taylor has all he can do; he employs three extra hands.

Miss Ella Guernsey of Clintonville, has been visiting friends and relatives here.

Johan Nelson was kicked by a horse last Wednesday, and had his arm broke.

If you want some nice writing-paper cheap call at this office. Five quires for 45 cts.

The street looked like business last Saturday. Lots of farmers in town, and merchants report a good trade.

Ole Iverson finished his log drive last Saturday night. He brought about 200,000 feet down the river to the mill at Nelsonville.

Miss E. Wilson will open up her millinery store in a few days. A fine stock goods, including all the spring styles, is on the road.

A. J. Smith is agent for some of the best Insurance companys in America. If you want your property insured, Smith is your man.

Mrs. A. Erwin's stock of millinery will arrive in ten days or two weeks. Ladies should remember this, and call and look at the spring styies.

A Job lot of women's and children's shoes to be sold below cost, can be seen at J. J. Nelson's. These shoes will actually be sold *below cost*. No fooling.

O. M. Baldwin will leave town the 1st of May, so if you want good Photographs taken now is your time. He will also take tin-types which he has not done during the winter.

The Scandinavia corosponden of the Wau-paca Post says: "Isaac Olson will move back to Amherst where he intends to sell farm machinery." Isaac says he is badly mistaken as he does *not* intend to sell machinery.

J. J. NELSON

will go to Chicago and cities below in about two weeks to buy his Spring stock. Wait till this stock arrives, before purchasing your goods.

E. Starks,

Drugs, Toilet Articles,

Perfumery & Druggist's Sundries.

A FULL STOCK OF JEWELRY

JUST RECEIVED.

Prescriptions carefully compounded.

YER NEEDN'T FRET.

The wind was damp with coming wet,
When James and blue-eyed Lizzie met;
He held a gingham o'er his head.
And to the maiden thus he said;

"Oh, lovely girl, my heart's a-fire
With love's unquenchable desire;
Say, dearest one, wilt thou be mine,
And join me in the grocery line?"

The maid, in accent sweet, replied:
"Jim, hold the umbrella more my side;
My bran-new bonnet's getting wet—
I'll marry yer, yer needn't fret."

SEE YOU HOME?

An up town grammar school boy became so obstreperous that his teacher, new in her vocation young and pretty, determined to try the plan of keeping him after school. After school she sat with grim determination until it became dark, then dismissed him. Imagine her surprise at the gate to find the boy awaiting her. He greeted her with: "It's too dark for a young lady to be alone on the street. Will you allow me to see you home?"

IF YOU WANT ANY

JOB

PRINTING

DONE, CALL AT THIS OFFICE

as we are prepared

TO DO ALL KINDS, SUCH AS

Letterheads, Noteheads,

Billheads, Statements,

Invitations, Tickets,

Envelopes, Receipts,

Business cards, etc.

at nutshell prices, "and
don't you forget it."

WE HAVE ALSO A FINE STOCK OF
VISITING CARDS.

Amherst Pioneer.

SUPPLEMENT.

ELECTION REPORT.

The following officers (being the regular nominated ticket with the exception of Assessor,) were elected,

Chairman.....A. M. Nelson
Supervisors.....Jerome Nelson Wm. Wilson
Town Clerk.....A. J. Smith
Treasurer.....A. Howen
Assessor.....John Ken
Justices of the Peace, E. Webster, George B. Allen and August Peterson.; Constables, W. A. Mallison, Ole Halvorson, H. Ward and Gilbert Gullickson.

Hon. Charles M. Webb received 203 votes for Circuit Judge.

We would respectfully thank the business men of Amherst for the liberal patronage they have bestowed upon us, by advertising in our little paper. We would particularly thank J. J. Nelson, who presented us with a Five Dollar bill, for getting out the first newspaper in Amherst. The first paper being the one printed last week.

Prof. Sawyer of the Oshkosh Normal School was the guest of J. J. Nelson, Saturday. The Prof. has been conducting the Teachers' institute at Plover during the past week.

New Hardware Store !!

Price & Czeskleba

have opened up a new Hardware store
GIVE THEM A CALL.

A. M. NELSON, REAL ESTATE, Amherst

FOXEN & MURAT,

Dealers in

General Merchandise,

also agents for the

SOUTH BEND CHILLED PLOW.

H. J. Smith,

ATTORNEY AT LAW.

Real Estate & Insurance

Amherst.

Ole Iverson,

AMHERST PLANING MILL.

CONTRACTOR & BUILDER.

Lumber, Lath, Shingles, Doors, Blinds, Sash etc, constantly on hand.

O. H. BAKKE,

MERCHANT TAILOR.

All work guaranteed.

GIVE ME A TRIAL

W. A. Mallison.

John Mallison

Mallison & Son.

Livery and Sale Stable.

GOOD RIGS, FAST HORSES

And careful drivers.

JEROME NELSON

proprietor

EXCELSIOR FLOURING

MILLS. at Amherst
AND RISING STAR MILLS.
NELSONVILLE

BOSS HOUSE.

H. H. BOSS,

Best accommodations for the
traveling public,

T. W. BOSS,

DEALER IN

FURNITURE

Repairing neatly and promptly done.

W. C. HOLLY,

FRAMING

AND UNDERTAKER'S STOCK

Pictures framed in every style.

G. E. Dusenbury,

PHYSICIAN & SURGEON.

Office in Starks' Drugstore.

Give me a call.

Geo. M. Davis

has opened up a Paint Shop in
R. Fryar's old shop, where he
is prepared to do all kinds
of Buggy & Wagon painting.

JOHN SEVERTSON,

is prepared to do all kinds of
GENERAL

BLACKSMITHING,

horse shoeing, and repairing.

A. P. ANDERSON,

BOOT AND SHOE SHOP

Repairing done with neatness,
and dispatch,

EMMA WILSON
MILLINERY.

Latest Styles of Millinery
constantly on hand.

A. H. GUERNSEY,
(PHYSICIAN & SURGEON)

General dealer in

PURE DRUGS

Also Paints, Oils, Brushes, Wall Paper, Sta-
tionery, Cigars, Groceries etc.

The Amherst Pioneer.

Vol. 1.

Amherst, Wis., Thursday, Dec. 25, 1884.

No. 4

H. I. NELSON,
Editor and Publisher.

AT THE BARS.

We stood at the bars as the sun went
down
Behind the hills on a summer day;
Her eyes were tender, and big, and
brown,
Her breath as sweet as new-mown hay
Far from the west the faint sunshine
Glanced sparkling from her golden
hair.
Those calm, deep eyes were turned on
mine
And a look of contentment rested
there.
I see her bathed in the sunlight flood,
I see her standing peacefully now;
Peacefully standing and chewing her
end,
As I rubbed her ears—that Jersey cow.

CHRISTMAS.

Written especially for the PIONEER

“Christmas comes but once a year,
But when it comes it brings good
cheer.”

This famous couplet has been sounded in the ears of so many of us since childhood with such convincing iteration, and its statements are so backed up by cheerful experiences, that it requires something of a strain upon the imagination to fancy Christmas without all its delightful accessories with which sentiment and worldly prosperity have combined to surround it; We are too familiar with the “old old stories” of the stocking. May they never grow fewer. Those greedy yawning, insatiable stockings! Not content with being filled to repletion by plump little limbs all the daylight hours, all the year round, on Christmas-eve they hold up their greedy mouths, to be filled with articles, awkward, unsuitable and generally ill adapted to the use and dimensions of any well reg-

ulated stocking. And yet let it be hoped that they will never reform. So long as the eager, childish, little heart can believe in the sooty, old saint, who scorns to deposit his treasures in any less awkward receptacle than a stocking, let the delusion endure. Too soon, alas Christmas becomes to the older ones a time when the unsatisfactory labors of another year must be brought to a close, when the biting winds of winter steal away the strength, and when perhaps poverty, gaunt and hollow-eyed, goes wailing past our door.

To those unaccustomed to the sights of large cities the last expression may sound a little strange, but let us look at some of them:— We are told that civilization has retreated from many parts of the cities of New York, Chicago, Philadelphia and Boston, and that vice and misery are the leading traits of a large portion of their population. The homes of the people are often worse than those of savages; the training of the children is often more brutal and dangerous than that of the wildest tenant of an African village; the family life of thousands of their population is below that of the brute; misery, disease, vice, crime, haunt the uncleanly homes of hundreds of thousands of inhabitants; a hopeless future opens upon countless lives. If we cross the Atlantic we find that the grim specter of human misery haunts us still. London, Paris, Vienna and Naples are even worse off. Berlin and Liverpool are centres of remorseless want. Look when we may, and men women and children still perish of want in these cities that

boast of their wealth and splendor. Reader, you who are sometimes disposed to be discontented with your lot did you ever think what suffering, the season of holidays brings to these unfortunate beings and

Continued on next page.

ADVERTISEMENTS.

W. C. HOLLY,
Furniture, Picture
FRAMES ETC.

Couch & Smith,

Have opened up

A MEAT MARKET

First door south of Simcock's shop
where they will keep Fresh and Salt

MEATS

For sale at lowest prices.

Amherst

Wis.

John Severtson

THE BLACKSMITH

Has made a

GENERAL REDUCTION

In prices on all kinds of work in his
line. Remember this.

Ole Iverson,

Contractor & Builder

proprietor of

AMHERST PLANING
MILL.

A complete stock of

LUMBER, SASH, DOORS

BLINDS, MOULDINGS etc. always
on hand.

Amherst

Wis.

how far more blessed you are than they? you who have never known the pangs of hunger, nor the wretchedness of poverty with all its attendant woe? And those of maturer years who have children and have the satisfaction of knowing that they are well cared for; remember my friend as you look out perhaps upon the keen, frosty stillness of the Christmas night, that among the untold millions of your fellow creatures there is many a fond parent who would ask no greater boon from Heaven, no Christmas gift of greater value than the privilege of saying with you, "It is well with my child."

SANTA CLAUS.

NOTICE.

Those who are indebted to me will do me a favor by calling and settling their accounts before the New Year, as I wish to close my accounts by that time.

Respectfully,
Mrs. A. Howen.

LOST.

A red pocket-book containing cards and other valuable papers. The finder will be suitably rewarded by leaving the same at this office.

WHERE THE MASSES GATHER!
Where the farmers meet each other, and have a social chat!
At C. J. & Co's. Mill

COLEMAN, JACKSON & CO.

Always pay the highest cash price for
WHEAT, OATS, RYE & CORN
AT THE

AMHERST FLOURING MILLS.

Custom Grinding done on short notice. No waiting for your money, but every farmer takes away his cash when he unloads.
F. E. TIMIAN, Miller.

F. DAVIS,
PROPRIETOR

AMHERST BAKERY

WHEAT BREAD, RYE BREAD BISCUIT, PIES, CAKES ETC

F. DAVIS,
Amherst, Wis.

Merry Christmas
To all!

New Hoods!
New Prices!

No Humbug! Now is the time to buy goods cheap for cash!

Do not ask for credit after the first of January as it will positively be refused you.

I pay cash for my goods and expect my customers to do the same.

A CHOICE LOT OF

NEW TEAS!

Good Japan, worth 40 c. for 30c
Another worth 50 c. for 35 c.
Choice tea worth 75 c. for 50 c.

SUGARS.

13 lbs. Granulated for \$1.00.
15 lbs. Light Brown for \$1.00.
16 lbs. Good Brown for \$1.00.

Good Head light Oil and Common Kerosene at extremely low prices.

Respectfully,

A. THUM,
Amherst Wis.

GREAT REDUCTION IN PRICES!

Men's and women's Buckle Arctics.

" " " Alaska Overshoes.

Crack Proof, Ribbed Lumbermans Overs.

ALL REDUCED 25 per cent.

LADIES' BEAVER, FOXED WARM SHOES
Reduced 30 per cent.

LADIES' CLOAKS TO CLOSE OUT 40 PER CENT.
Below actual cost.

Ladies' and Men's Scarfs at astonishingly low prices.

Granulated Sugar put up to 13 lbs. for \$1.00.

Eight lbs. of choice Rio Coffee put up for \$1.00.

RESPECTFULLY SUBMITTED,
FOXEN & MURAT.

The Amherst Pioneer.
H. I. NELSON,
Editor and Publisher.

Again we present to you our paper. As it has met your approval in the past we rest assured it will now receive a hearty welcome. It will be for your interest before purchasing your winter goods to read every word of it. Seek to patronize those who have a business reputation, and are recommended through our columns. The holidays are here and you will get the best goods for the least money. You can do this by making the acquaintance of these reliable firms and trading with them, than by running around and buying of strangers. Those who have given us their advertisements, we feel confident will give you good bargains.

Some of them have had a well known reputation of many years, and so will easily win your patronage. Please say when purchasing of those who have advertised with us, that you saw their card in the AMHERST PIONEER. It will do us a favor and encourage these persons to advertise in our paper again.

We hope our readers will excuse the typographical errors in this issue, as we have labored under great inconveniences. Having had a very short time in which to get out our paper, we have not very many local items.

The PIONEER wishes you all a Merry Christmas and a Happy New Year.

LOCALS.

Rink.

The Rink.

The Roller Rink.

The Roller Skating Rink.

Fleming & Grover's Roller Skating Rink.

Miss Ernie Boss is visiting friends at Stockton.

An assortment of Christmas and New Year cards at this office.

Johan Nelson and boys have killed five foxes this winter. This is not only a good thing for the country, but there is a bounty of \$1.00 on each.

Coleman, Jackson & Co. have put in a Howe scale at their mill, large enough to weigh both sleigh and horses at same time.

J. J. Nelson always keeps

a complete stock of first-class Sewing machines and at bottom prices.

Dr. G. E. Dusenbury, who moved to the southern part of the state to practice, has returned, and has his office at Stark's drug store. Calls answered day and night.

A fine assortment in Shoes of both Ladies' and Gent's at J. J. Nelson's

Any one in need of clothing should call and look over the immense stock of J. J. Nelson.

George Nelson, J. J. Nelson's youngest boy, has been sick for two weeks, dangerously so for the last three or four days, but is recovering slowly.

A. V. Balch, an insurance agent of Weyauwega, was in town Wednesday.

A fine assortment in both stand and hanging lamps at low prices. J. J. Nelson.

TOWN TALK.—“Hello! going down to the Rink, Christmas night?” “You bet I am! Glorious times down there, aint it?” “Well I should smile.”

J. J. Nelson has a stock of Cutters and Bob sleighs for sale at prices that can't be beat.

AT THE RINK.

The opening of the Amherst Roller Rink on Tuesday eve, was a success in every way. The Amherst Cornet Band was present and played a few peices. There were 36 skaters, most all of whom, as usual, managed to suddenly take seats without invitations. If you wish to enjoy yourself during the evenings, go down to the Rink. It costs only 10 cents to look on, and 15 cents to skate. The Rink will be open Christmas day in the afternoon and evening, also New Year's day.

The proprietors have fixed everything up in first-class order, having put in a new floor and purchased 50 pairs of the celebrated Henley skates.

CENTRAL WISCONSIN



A. M. NELSON,

Dealer in

Pine, Cedar and Farming

LANDS

A few Good,

IMPROVED FARMS

And 25 desirable lots in the city of

STEVENS POINT.

ALSO

CEDAR POSTS

AND

75 thousand feet of

LUMBER

For sale in lots to suit purchasers at lowest prices for cash, or will give time on approved notes.

Call at my office, or address—

A. M. Nelson,

Amherst, Wis.

The Amherst

ROLLER

SKATING RINK

Will be open to-day (Thursday) in the forenoon for ladies and children only; in the afternoon and evening for everybody.

Ladies who wish to learn to skate may come and skate to-day in the forenoon free of charge. No gentlemen spectators allowed then.

New Year's week the Rink will be open Monday eve, Thursday afternoon and eve, and Saturday eve.

Respectfully,

FLEMING & GROVER.

HUMOROUS PAGE.

COURTESY.

We were gliding with the skaters
 On the ice at Central Park,
 And although my feet were chilly,
 In my bosom glowed a spark.
 For I met the lovely maiden
 More to me than wealth or land,
 And I asked in trembling accents,
 "Will you let me have your hand?"
 Then the maiden answered shyly
 Purring softly, like a kitten,—
 "It's too cold to give my hand, sir,
 But I'll let you have my mitten."

FREE PRESS GEOGRAPHY.

"Of what is the surface of the earth composed?"
 "Of corner lots, mighty poor roads, rail-road tracks, base ball grounds, cricket fields and skating rinks."
 "What portion of the globe is water?"
 "About three fourths. Sometimes they add a little gin and nutmeg to it."
 "What is a town?"
 "A town is a considerable collection of houses and inhabitants, with four or five men who 'run the party,' and lend money at fifteen per cent. interest."
 "What is a city?"
 "A city is an incorporated town, with a mayor who believes that the whole world shakes when he happens to fall flat on a cross walk."
 "What is commerce?"
 "Borrowing five dollars for a day or two and dodging the lender for a year or two."
 "Name the different races."
 "Horse race, boat race, bicycle race, and racing around to find a man to indorse your note."
 "Into how many classes are mankind divided?"
 "Six; being enlightened, civilized, half civilized, savage, too utter, not worth a cent, and Indian agents."
 "What nations are called enlightened?"
 "Those which have had the most wars and the worst laws, and produced the worst criminals."
 "How many motions has the earth?"
 "That's according to how you mix your drinks, and which way you go home."
 "What is a map?"
 "A map is a drawing to show the jury where Smith stood when Jones gave him a lift under the eye."
 "What a mariner's compass?"
 "A jug holding four gallons."

A hat flirtation is the latest idiocy among the girls. There is no way that a man can wear a hat that doesn't mean something, and the only way you're safe is to go bareheaded.

GOT THE WRONG PARTY.

Soms funny things happen on the telephone lines occasionally. Several evenings ago a young fellow repaired to the store where he is employed, after working hours, and rang up the residence of his best girl. The connection was made, and the young blood inquired:

"Is that you, Miranda?"
 "Yes, George, dear," came the reply.
 "Are you alone?"
 "Yes, darling."
 "I wish I was down there."
 "I wish so, too."
 "If I were there do you know what I would do with my darling?"
 "No, George."
 "Well I'd unbuckle the crupper and put some dirt in her mouth."
 "Oh, you brute!" cried Miranda, and they never speak when they pass by; and the man who was talking to a farrier about the best plan for starting a balky mare says that anybody that will advise a man to put his arms around the neck of an obstreperous horse, and kiss it, and hold it on his lap, and whisper words of love in its ear, ought to be hung to the nearest lamp-post: while the telephone girl, who mixed the conversation on purpose, smiles blandly on all the parties concerned.

John Iverson,

DEALER IN

General Merchandise

AND

FARMING IMPLEMENTS.

Amherst, Wis.

Mrs. A. Hawen,

Dealer in

MILLINERY

And Ladies' Fancy Goods.

Amherst, - Wis.

Nels Rollefson,

Manufacturer of

BOOTS AND SHOES

CUSTOM WORK A SPECIALTY

Repairing neatly and promptly executed. Give me a call.

Shop second door east of John Iverson's store.

Amherst.

Just Arrived At BOSS'

FURNITURE STORE,

A complete stock of

FURNITURE

ALSO A STOCK OF

COFFINS, CASKETS BURLAP ROBES & ETC.

RESPECTFULLY,

T. W. BOSS.

P. N. PETERSON, & CO.

GENERAL DEALERS IN

MERCHANDISE

AND

FARMING IMPLEMENTS

Highest price paid for farm produce.

AMHERST, - - - - - WIS.

D. A. BARTON

Sells the Minnesota Linseed Oil Co's.

PAINTS.

CALL AND GET PRICES.

Supplement.

Dentistry.

Painless mode of extracting teeth. By the use of
VITALIZED AIR!

Teeth are extracted without pain.

All those wishing
Dental Operations

performed, should see
DR. RABER,
of Waupaca. He does not visit this place regularly but he will come at any time if you notify Dr. G. E. Dusenbury.

For further particulars see hand bills.

LOCALS.

Hiram Simeock will engage in the tin caves trough business this coming summer. He will also put on tin roofs. If you should need any of this class of work done, you will do well by seeing Hiram and getting his prices, as he has become a competent workman, having worked at this business all summer at Appleton.

J. J. NELSON'S SUPPLEMENT.

The Amherst Pioneer.
H. I. NELSON,
Editor and Publisher.

A large assortment of Shawls Cloaks, and Tight-fitting Garments at J. J. Nelson's, which will be sold at greatly reduced prices.

No trouble to show goods. Call and get our low prices

Any one in need of Clothing should call and look over the immense stock at J. J. Nelson's before purchasing elsewhere, as you can save money by so doing.

J. J. Nelson sells exchange on the most principal cities in this country and Europe at extremely low rates.

Call and look over the fine assortment of Dress Goods. Cashmeres, Dress Flannels and Brocades of all kinds. Prices from 7 cents to \$2.00 a yard.

A specialty in Hats. Prices from 50 cents to \$3.25.

Fur Caps that take the cake. Prices from \$2.25 to \$3.00.

A fine selection in both cotton and worsted hosiery for Ladies, Gents and Children at J. J. Nelson's.

You can secure bargains in Ladies', Gent's and Children's Underwear at J. J. Nelson's as he is anxious to greatly reduce his stock during the next sixty days.

A large stock of all kinds of Cloakings, Plushes and Fur Trimmings at J. J.'s.

Before taking your girl out for a sleigh ride during the holidays, go to J. J.'s, and get one of these dandy Goat Robes

An immense stock of Rubber Goods, such as Arctics, Alaskas, Rubbers etc. at greatly reduced prices.

GROCERY DEPARTMENT.

We shall mention no prices in this line, but we will not be undersold in anything and don't you forget it.

*Wishing you all A Merry Christmas
and A Happy New Year,
I am, Yours Respectfully,
J. J. Nelson.*

The Amherst Pioneer.

Vol. 1.

Amherst, Wis., Saturday, Dec. 25th, 1886.

No. 6.

Always in the Lead!

R. R. FRYAR.

FINE GROCERIES,

Glassware, Perfumes.

HOUSEHOLD GOODS,

Pickels in bottles and bulk,

CONFECTIONERY,

NUTS,

CRACKERS AND CAKES,

FRUITS,

AND OYSTERS.

If you buy for cash, and want STRICTLY FIRST-CLASS GOODS

I can make it an object for you to call.

My Motto: Honest Goods at moderate prices.

Oysters served in the best of style.

NEW

Boot & Shoe Store.

N. ROLLEFSON, Prop.

AMHERST, - Wis.

I wish to call your attention to the fact that I have a

Well Selected Stock

—OF—

GENTS'

LADIES' AND CHILDREN'S

BOOTS & SHOES.

Have in stock the celebrated

Oak-tan Shoe Pack.

All goods warranted to give perfect satisfaction.

Prices according to the times.

John Severtson,

General Blacksmith,

HORSE SHOEING

And Repairing.

KIND THOUGHTS.

Let us cherish a memory for pleasant things.

And let all the others go;

It is never by giving "tilt for tilt"

That we touch the heart of a foe;

It is not by dwelling on fancied wrongs

That we feel their sting grow less;

And malice once entered the heart is sure

To crush out all tenderness.

Forgive, forget, tho' the wrong be great.

And your heart be stricken sore,

For thinking of trouble makes it worse

And its pain is all the more.

Do kindly things to your neighbor e'en

Tho' they do not so to you;

Tho' they be wrong, unjust, unkind,

Keep your own heart ever true.

The heart is a garden, our thoughts the flowers,

That spring into fruitful life,

Have a care that in sowing, there fall no seed

From the weeds of cruel strife.

Oh, loving words are not hard to say.

If the heart be loving, too;

And the kinder the thoughts you give to others

Trades for Boys.

A CORRESPONDENT asks to what trade we would recommend him to apprentice his son. Our answer is, to none. In the old days, when men went on foot and in stage-coaches, it would do to grind out a few years in the manifold drudgery of an imposed task, but in these days of quick communication—the news of the day at almost every hour, and the opportunity for boys to see and know what is going on around them a thousand-fold better than their fathers did twenty years ago—we say emphatically, *give the boy a voice in the matter.* Let him look and choose. If he have a mania for robbing birds' nests and littering up his room with them, put him in the way of becoming a naturalist. If he be forever experimenting and whittling, and trying to do something which he cannot do for lack of means, let him visit machine-shops of various kinds. If he wants to know how a thing can happen at midnight, and descriptions and pictures of the event and its surroundings be given to fifty

millions of people before seven o'clock in the morning, let him visit a well-organized printing-office. A few doses of this kind of stimulant will show what path of life the young man will be likely to travel with the best success. By all means, give him the opportunity to select, and, when he has made his choice, encourage his efforts, and do not grind him down by a servile apprenticeship in which he takes no interest, and where nine-tenths of his time is spent in making money for his "master" without benefit to himself.

A Working Constitution.

YOUNG men intending to seek the honors and emoluments of a professional life should remember that to attain them is indispensable that one should have great personal vigor and power of endurance. The demand on the vitality of a successful clergyman, doctor, lawyer, architect or engineer is tremendous and continuous. The mind may be trained, informed, acute, full of resources and elastic, but it is easily wearied if the body is destitute of staying power, and seeks rest after a few hours of exertion. In such cases there is but a slight prospect of professional success.

Wellington's success as a general was largely due to his extraordinary power of so enduring fatigue that at the end of a long day's work, he was still fresh and fit for labor. His physical vigor enabled him to be wherever he was wanted, and thus to see everything for himself.

The training which develops this vigor and endurance is not always that which fits a man to become a stroke oar, or a cunning ball-pitcher, or a supple gymnast. On the contrary, while examples are not wanting of men who have become "champions" of something or other in college, and who have been noted through life for perfect mental and physical vigor, the athletic

training of the oarsman and ball-player often unfits a man for a successful professional career. Experience in any profession is only attained when mind and body are fresh, elastic, and ready to go on after many hours of continuous labor,—it may be writing at a desk, or addressing a jury, or engaging in a parliamentary

Continued on next page.

G. W. WESTLEY,

Dealer in Furniture.

Am desirous of reducing my stock of

CHAMBER SUITS,

therefore am willing to sell them at greatly

REDUCED PRICES.

Call on me what bargains I am offering.

G. F. RINEHART,

PHOTOGRAPHER.

Cabinets and Card de visite Size at

Reduced Prices.

A SPECIALTY OF TAKING

FAMILY GROUPS.

ONLY \$3.00 per doz.

COMMERCIAL HOUSE,

Mrs. D. GAWTHROP, Prop.

GOOD ACCOMMODATIONS FOR THE TRAVELING PUBLIC.

Suppers gotten up on short notice for dances and parties.

AMHERST, - Wis.

A. P. ANDERSON,

BOOT & SHOE STORE.

Custom Work a Specialty.

Mill Street, Amherst, Wis.

debate, or caring for a multitude of patients during an epidemic. In any case it demands a mental activity which subjects nerves and brain to the severest tension.

Professional men require not the body of an athlete, but a working constitution, and that is not infrequently found in men of slender frame and small muscles. Their lifting power is small, but their staying power is great.

Such a constitution is generally born, not made, and yet it is within a young man's power to develop it by attention to the laws of body and mind. Nourishing food, abstinence from stimulants and narcotics, regular exercise, the daily sponge-bath and flesh-brush, plenty of sleep, methodical habits, are the means by which a working constitution may be gained and developed.

Need of a Literary Circle.

A marvelous change has come over the literature of this country during the past half century. Fifty years ago comparatively few persons read books or periodicals; now almost every one reads both. Whether this indicates intellectual advancement or merely a higher order than the popular literature of to day. Formerly, only cultured men and women patronized news-papers and magazines or purchased books, hence none but first-class periodicals and standard works could succeed. Now that the country is deluged with cheap books and papers of a lower tone, the reading of which has no elevating tendency, one must deplore the mental dissipation of the young if indiscriminately, they read for the diversion of the hour. Why not those who are more mature interest themselves in a matter of such moment? It occurs to us that much might be done to aid the young and to elevate the taste of all by a well conducted reading club—the press issues enough that is useful and refining from which to choose. That power throughout the nation, the Chautauqua Reading Circle, has proved itself a boon to old and young. Each circle is a local college with a course of study extending over four years. The curriculum is severe enough to demand daily, earnest, concentrated work of from forty to sixty minutes. Among the subjects perused, are Universal History, Classic translations from the old Greek and Roman authors, the works of our standard poets, the sciences, both mental and natural, and last, but not least, Bible History. At the close of each year, one may pass written examinations at home upon the studies pursued, or better, spend a season at Chautauqua. A diploma is accorded those who are persevering and finish the course. If the full Chautauqua course seems too arduous an undertaking, any one department

would help to shake the gathering cobwebs from the brain. General History may carry more of general interest to the majority of minds, text book. Barnes' General History is admirably arranged in sections, and in it we find stated interesting accounts of modern discoveries—beginning with the Egyptian, Assyrian, Grecian Empire, and studying the social condition of the ancients, their architecture, literature, home life and locating upon the maps all places mentioned, culling details from the encyclopedias; thus giving us a real acquaintance with the life of past ages. Such a method cannot fail to carry its own inspiration, and every hour spent in study will add to the enthusiasm of the student.

Why not the Amherstonians try it and doing? Don't let the steel rust for want of polish.

"Labor is glory,
The flying cloud lightens;
Only the waving wing
changes and brightens,
Idle hearts only the dark
future frightens—
Play the sweet keys
Wouldn't thou keep them in tune.

R. E. M.

Light Literature.

The fashionable reading of the day, which consists of novels, love stories and in fact anything that has for its subject love, is much objected to. The evil that is so generally understood by the majority of the reading public, comparatively few being even aware that the reading of it is injurious to them mentally and in many cases morally. This assertion may surprise some of our readers never-the-less it is true, and the American people are gradually becoming more and more mentally deteriorated in consequence of it. How often do we see young people (and not infrequently the older ones too) as hungry for a story or a novel as for their dinners! Every fashionable young lady must of course read every new novel, although nearly all of them contain exceptionable allusions, perhaps covered over with a thin gauze of fashionable refinement; yet, on that very account the more objectionable.

As a proof that it is in demand ask those publishers of story papers, who boast of their hundreds of thousands of subscribers, and in whose papers were you to draw a red line across every story which had for its substance love, you would find four-fifths of the paper crimsoned by this sign of amateness. It is safe to

say that one-fourth of the periodicals published in the United States are devoted almost exclusively to reading of this kind, say nothing of those news papers which have a large part of their space filled with such trash. Then there are also those publishing houses which do a lucrative business in the publication of novels, ranging in price from five cents to two and three dollars. The ruinous effects of five and ten cent novels alone is fearful to conceive. They are calculated to debase the young mind and lead it in the walks of lower life. Even a local news paper (with all due respects to these undervalued intelligencers) cannot sustain itself unless it has its weekly love-tale

Continued in supplement.

J. R. McDonald's
CONVEYANCING,

ABSTRACT

—AND—

Loan Office,

Reasonable Rates

Shealtiel—"Asked of God."

Dr. Geo. H. Calkins'

CELEBRATED

SHEALTIEL

MINERAL SPRINGS

And Bottling Works,

—AT—

Chain of Lakes, Waupaca, Wis.

The Purest Water in the World.
Palatable.

Acts agreeably on the System and
Cures where Medicine Fails.

The famous "Seltzer," "Ginger Ale"
and "Birch Beer."

All kinds of drinks made from
Pure Shealtiel.

Shealtiel water is sold by the barrel,
half-barrel, or in cases two dozen or
four dozen quart bottles.

Address—

GEO. H. CALKINS, M. D.
Waupaca, Wis.

FUN is cousin to Common
Sense. They live pleasantly
together, and none but fools
try to divorce them.

Excelsior & Rising Star

FLOURING MILLS,

JEROME NELSON, Proprietor.

We Manufacture the Celebrated

LEGAL TENDER,

GOLD COIN AND CLIMAX

Brands of Flour.

Farmers who come to our mill,
For their grists have not long to wait;
For we are always prompt in
delivering.

Even though our custom work is great.

We always aim at perfection,
And endeavor to do our best;
Our brands of flour are reliable,
And always up with the rest.

Flour, Feed, Bran Etc.

always on hand and for sale in car
lots or at retail.

Respectfully,
JEROME NELSON.

Painless Mode of Extracting Teeth.

By the use of

Ward's Vitalized Air,

without pain

or wishing

ALL OPERATIONS

performed, should see Dr. Raber
of Waupaca.

For further particulars see locals.

JOHN MALLISON,

PROPRIETOR

AMHERST

Sale of Livery Stable.

Good Horses, Comfortable Rigs,
and Careful Drivers.

Horses boarded by the day or
week.

AMHERST, Wis.

MILLINERY.

A full line of Millinery kept constant
on hand.

Hags, Working Cottons,

Zephyrs, Saxony Yarns,

—AND—

FACINATORS IN ALL COLORS.

Ladies are invited to call and exam-
ine my stock. Respectfully,

Mrs. A. Ervin.

Stamping a Specialty.

NOW.

Remember, young friend, in thy earliest youth.

That no moment will ever return; That if thou wouldst drink from the fountain of truth, And the sweets of that fountain discern,

Thou must strike for true knowledge, true wisdom to-day,

With a spirit that never can bow; Though the future its radiance may shed o'er the way,

Yet the moment for action is now. —E. T. Hush.

THE AMERICAN GAME OF POKER.

The money bet on athletic sports does not generally carry the demoralization of money put on cards where trickery is a component of the game. The American game of poker is like the highest form of alcohol and it has set the world on fire. It is purely and only a game for letting, and its devotees are in every hamlet. No doubt it does, like war, test the staying quality and moral courage of a man, and yet, like war, it is the sum of all evils.

Dont be a Clam.

Dont use an apostrophe in the word "dont" merely because others use it. Dont use it merely because you learned grandfathers spelled the word music m-u-s-i-c-k and when some man, who dared to think for himself, dropped the k, every human clam, and there were lots of them in those days, felt indignant that any one should presume to think for himself; but the idea was a good one—progressive people adopted it—the unprogressive fell into line as soon as it became fashionable, and the dictionaries now spell it m-u-s-i-c. It now remains for some live dictionary publisher to put the word "dont" in his dictionary. If the idea is good, dont wait for it to become fashionable. Be original. Think for yourself. Dont be a clam.

Dont get your children up before daylight merely because your father used to make you get up. Be original. Have ideas of your own. Be progressive. Dont be a clam.

Dont be a Republican merely because your father was one, nor a Democrat because your grandfather was one. Be independent. Be willing to learn. Think for yourself. A wise man is open to conviction. Be open to new ideas. Talk with those who have opinions of their own. Dont be a clam. Dont go to bed hungry be-

cause you have always heard that it was unhealthy to eat just before retiring. Dont overload your stomach late at night, or at any other time, because somebody has advised you to do so. Think for yourself. Form your conclusions from investigation. Be progressive. Be on the alert for something new. Dont be a clam.

Dont go abroad for your printing because you once ad to do so or because your neighbors do so. Patronize home enterprise. Keep up with the times. Dont be a clam.

Winter is at Hand

and you will want a comfortable and well fitting suit.

Before ordering you should call at

O. H. BAKKE'S

Tailoring Establishment and inspect his line of Imported

The latest and finest line of goods, styles and patterns ever shown in this village.

M. KENT,
CARRIAGE AND

WAGON MAKER.

All work warranted

HARTMAN & CZESKLEA,

—DEALERS IN—
SHELF & HEAVY

HARDWARE

Tinware Etc.

A well selected line of eating and Cooking Stov.

A fine assortment of bird cages.
AMHERST, - WIS.

Benson & Johnson

MEAT MARKET.

Cash paid for Beef, Pork Etc.

Give us a Call,

AMHERST, - WIS.

CENTRAL HOTEL

J. A. Salscheider, Prop. ✓

Good Accommodations and charges reasonable.

A FIRST-CLASS HOTEL.

The patronage of the public respectfully solicited.

BUS TO ALL TRAINS.

BAR IN CONNECTION.

FINE

Wines, Liquors & Cigars.

AMHERST, Wis.

Isaac Olson, ✓

LIVERYMAN.

GOOD RIGS

FURNISHED AT ALL TIMES.

Give me a call.

AMHERST, - Wis.

W.C. MADSON,

BLACKSMITHING,

HORSE SHOEING,

REPAIRING,

IRONING ETC.

done promptly and in a workmanlike manner.

All Work Warranted.

OLE IVERSON, ✓

Contractor and Builder.

Sash, Doors, Blinds, Mouldings, Lumber and Iron

ROOFING

—For sale at the—

AMHERST PLANING MILL.

Ole Iverson, Prop.

Professional Cards.

A. J. Smith, ✓

Attorney-at-Law.

Collections promptly attended to.

A. H. Guernsey, ✓

Physician & Surgeon.

Office at Store.

G. E. Dusenbury,

Physician & Surgeon.

Office opposite Commercial House.

A. H. Guernsey,

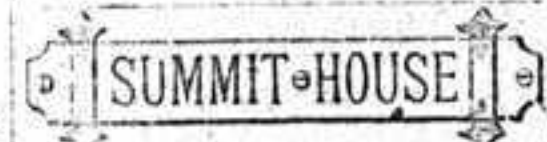
—DEALER IN—

DRUGS & MEDICINES,

TOILET ARTICLES,

and Wall Papers

Choice Family Groceries.



Mrs. Z. A. Egan, Prop. ✓

Excellent Accommodations for the Traveling Public.

Charges Reasonable.

Amherst Junction, - Wis.

Coleman, Jackson & Co.

—PROPRIETORS—

Amherst Flouring Mill.

It will always be our aim to do the best of work for our customers.

Flour, Feed, Bran Etc.

At wholesale and retail.

W.C. HOLLY, ✓

—DEALER IN—

Household Furniture

OF ALL KINDS.

MATTRESSES,

Picture Frames Etc.

Undertaking a Specialty.

HENRY I. NELSON,
Editor and Publisher,

Saturday, Dec. 25th, 1886.

GREETING.

With this issue the Pioneer makes its appearance for the sixth time. It comes to you with a cheerful greeting and wishes one and all a Merry Christmas and a Happy New Year.

The preparation and selection of articles for publication has required no little amount of labor, say nothing of the mechanical work. We have aimed at perfection, but, like many others, have probably failed to hit the mark. However, it is a source of satisfaction to us to know that these articles we have published have been with a view of benefitting our readers, probably not directly but indirectly.

The relation between an editor and his paper is something which neither Webster nor Worcester has fully defined. The paper interprets his ideas, and reflects his life—is a sort of errand boy, carrying his thoughts,—and has moreover a wise reticence, never communicating anything except what he wills to have known. The editor may be a harum-scarum fellow, with many little flaws on the surface of his daily life, but the paper is sober, staid, redolent with virtues, and solemn under the weight of "leaded" articles.

Our paper will undoubtedly be prized by some, while others will hardly care to look at it. The following from Will Carlton's beautiful poem, entitled "The Editor's Guests" is to the point:

"And 'tis thus with our noble profession, and thus it will ever be still;

There are some who appreciate its labors, and some who perhaps never will."

As to those who have favored us with their advertisements, we have little to say except to thank them and hope that the same success, which has characterized their business in the past, will attend them in the future. The majority of them have transacted business here for years, and are well known throughout the country. Their success in business is good evidence of their honesty, integrity and business ability, for few dishonest persons thrive in their avocation for any great length of time. You will find that they will sell you honest goods, and do honest work at honest prices.

In justice to ourselves, we would say to the members of the "profesh" that we sincerely hope they will overlook such parts of the paper as are not in conformity with the customs of newspaperdom; for, be it remembered, we were not "brought up" in a newspaper office, but began as an amateur and learned what little we know of the "art preservative" in an office of our own.

"A FINE bit of printing is like a beautiful tree, or lawn—it not only delights the one who possesses it, but it is a source of rare pleasure to the beholder under every and all circumstances."

Advertising.

In advertising two things are indispensable to every business man; first, an article which the people want; second, to appraise them of the fact in the shortest possible time and in the least expensive manner. The attainment of these objects is equivalent to success.

Originality in advertising is essential. One fruitful source of failure is the too common practice of imitating others. Try and originate some new idea to make your announcements conspicuous and if found feasible you will have so much of an advantage over your competitors.

Remember the following points. 1. If one has a good thing, which the people really need, the more widely he makes it known the larger will be his sales; he will gain nothing by economizing in this matter, provided he advertises with good judgment. 2. It costs money, at the outset, to advertise, and one must not expect to do this for little or nothing. But, if properly done, it will pay in the end.

Good Printing.

Good printing is frequently an expedient to success in business. New faces of type, accurate composition, a harmonious appearance of the letters, good ink, and fine press work constitute good printing. These are points that can not be obtained by the use of rubber stamps, it being impossible to get a clear impression with them, and also points that are not obtainable by most cheap printers, for the very reason that they either have not the talent or do not aim at perfection but more at a man's pocket book.

Impressions first formed are those most likely to be retained, and as many men form their first impressions as to another man's business qualities, from the first letter they receive from him it is of course desirable that this letter be one which will effect the desired result. A poorly printed letter head, in which old battered type and poor ink are used in producing it, will certainly not do so. The party who receives the letter at once concludes that his correspondent is not particular nor attentive to the small details of business. On the other hand, suppose an artistic or even plain but neatly printed letter head presents itself. Unless there are too many evidences in the letter that the writer is a "greeny" the desired result is invariably obtained. The conclusion is at once reached that the writer is at least a man who is particular and knows what a good investment is.

Understand, we do not claim that good printing will give to the inexperienced the appearance of a successful businessman, but that it is a powerful agent in the light we have shown it there is no doubt. But regardless of all this there are reasons why every person in business should have good printed stationery. Be up with the times! Other people have it. Why shouldn't you? It costs but a trifle more than common note paper and is superior in every way. Only one-horse concerns do without it. And now that we have your attention, permit us to say that we are turning out only first-class printing "and dont you forget it."

The following incident occurred in this village recently, and we deemed it so truthful and witty as to deserve a mention in the PIONEER.

A six-year-old asked his father for a piece of pie, at the same time adding that he wanted a big piece. In solemn accents, the head of the household quoted to him those familiar words "Man wants but little here below," whereupon the young son replied "Yes, papa, but he wants that little awful big."

MAN may be successful as a loafer, and invest less capital and brains than are required to succeed in any other profession.

Winter has come,
Summer is ended,
All my place of business is

AMHERST.

Go up buying goods at high prices, merely because you get trusted for them and the mon-

By where you can buy the BEST.

At the end of the month, when settling with your grocer, dont scold your better half for having run so large a bill, but instead, try the next month with me.

Compare my prices with others. Do my advice and save your money.

TEAS.

My Teas are from the new crop and range in price from 25 to 50 cents per pound, and I only ask you to try them to be convinced that they are the finest tea ever brought to this place.

I advertise only what I mean. No humbug with me.

Remember the place is Amherst, and the man,
A. THUM.

FOXEN & MURAT
See all kinds of Merchandise.

—ALSO TICKETS ON—
TINGVALLA, GUION,
And other of the Best Steamship Lines.

"Ring dem Bells!"

MERRY CHRISTMAS
BELLS!

Chime Bells,
String Bells,
Shaft Bells,
Team Bells,
and Norway Bells

—AT—
MOBERG'S
HARNESS SHOP.

ISAAC SIMCOCK,
—DEALER IN—
HARDWARE
AND TINWARE.

Handle Sewing Machines & Co's.
STOVES,
manufactured at Buffalo, N. Y.

Call and get my prices before making your purchases.
REPAIRING DONE PROMPTLY.

The Place to Save Money!
JOHN IVERSON,

—DEALER IN—
General Merchandise,
—AND—
Agricultural Implements.

Call and look over our stock.
AMHERST. Wis.

"FORGET-ME-NOT"

Remember that the agency for the two old and reliable lines,
THINGVALLA,

the only direct steamship line between America and Scandinavia, and the
ALLAN,

navigating between England and this country, is placed with me and I am ready to sell tickets to and from the old country at lowest rates. Before purchasing call and get my figures.
P. L. THORSON, Agent.