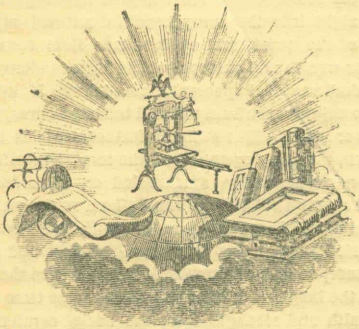


THE

Attractions of Amherst,

WITH A

Brief Review of its Business and Business Men,
History of the Press of Amherst, and other
Matters of Interest.



AMHERST, MASS.:

HENRY M. McCLOUD, PRINTER AND PUBLISHER.

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Attractions of Amherst.



O enter into a full description of the many attractions offered by Amherst, either to the sojourner for pleasure or the business man looking for facilities to invest capital, is more than we propose to do in a work as contracted as this we present ; yet the call for something which will give the enquirer an insight into the many beautiful natural attractions of the town, and at the same time convey some idea of its wealth and enterprise, has been so often repeated that we shall venture to present some of them. If the desire is simply to enjoy a rest from toil and business cares, we know of no place which offers so many inducements as this quiet little town, standing upon one of the many beautiful hills of the Connecticut Valley, surrounded on all sides by the valley, the grand old hills of the Pelham range on the east, the Holyoke and Tom ranges on the south and west, and the more varied yet pleasing scenery of the west and north, in the distance, combine to render it a spot where the soul can drink in the inspiration of beauty at the same time the body does health and strength from the social comforts which abound on every hand. She has, too, earned a name in her educational institutions which leaves her no longer a stranger wherever classic learning and high moral and physical culture has admirers. Her colleges have and are sending out men who are winning high places in the world's esteem, and well and proudly does she wear her appellation

of "Classic Amherst on the hills." But it is not to these points we would call attention, for her beauties of natural scenery, her pleasant and cheery homes, her magnificent and carefully tended farms, her schools, colleges and churches, are winning their own praise from all who know anything of them ; it is to take a hasty glance at her growth and prosperity that we propose to devote such space as we have to spare.

Amherst, as late as 1700, was included in the township of Hadley, and was known as East Hadley, thus sharing with that ancient town all the glory of the early struggles to wrest from the natives this beautiful valley, and open it up to men whose intelligence and integrity gave evidence of what it was to become. Nor yet did the parties in the "precinct meeting" in 1759 realize what they had done when they succeeded in detaching it from Hadley, and set up for themselves. As late as only fifty years ago there were only twenty-eight houses standing in the village (from Mount Pleasant on the north to D. S. Cook's house on the south, and from Mr. Stephens' on the east to Charles S. Smith's on the west.) Fifty years ago this season the Amherst House and Hunt's store were built, and Mr. C. A. Miles, our informant, tells us there was not a carpenter's shop in town, as he worked on both buildings, and would have known if there had been. The Amherst House was built by Alpheus Osborne, who had his shop in Plainville ; he is still living and is over eighty years of age. It was not until July, 1826, that the press was introduced, whose history is short but interesting:—

The first paper of any kind issued in Amherst was "The Chemist and Meteorological Journal," by Carter & Adams, edited by John B. Cotting. The first number appeared on the first of July, 1826. On Dec. 1st, of the same year, Messrs. Carter & Adams commenced the "New England Enquirer ;" it was edited successively by Hon. Osmyn Baker and Rev. Samuel Worcester. In 1839 the "Amherst Gazette" appeared ; it was edited and published by James B.

Yerrington. The year 1844 witnessed the advent of a journal of more permanent character, "The Hampshire and Franklin Express," edited by Samuel C. Nash. In 1848 it passed into the possession of Homer A. Cook. J. R. Trumbull, now of the "Hampshire Gazette," became its publisher and editor in 1849. Messrs. Adams Bros. received it again in 1853, having Leander Wetherell as editor. Subsequently, Mr. William Faxon became editor and publisher. He turned it over to J. H. Brewster, who took as partner the Rev. Pliny H. White. After some time Mr. Brewster re-purchased Mr. White's interest, and took into partnership Rev. J. H. M. Leland. Afterwards Mr. Brewster left, and for a short time Mr. Leland had sole charge. Mr. H. A. Marsh purchased it in 1858, changing the name, in the year 1865, from "Hampshire and Franklin Express," which it had borne since 1844, to "Hampshire Express." In the Fall of 1866, he disposed of it to Capt. J. L. Skinner, who published and edited it till February, 1868, when he associated with himself as partner Mr. H. M. McCloud, the present proprietor. In May, 1868, the name of the paper was changed to "Amherst Record," and Mr. McCloud had Mr. Chas. L. Storrs, as an associate for a couple of years. It is the hope of the present owner that the paper may be more permanent, and bear a character worthy of the region in which it is published.

So marked have been the changes in regard to job printing, both as to style and the facilities to secure its proper execution, that a few words on the subject may not be amiss. The old hand press has given way to Degener's best "quarto mediums;" the old "blacks" and "outlines" to the modern "texts" and "shades," the heavy, muddy looking italics to the most approved modern "scripts," many of which are as delicate as the finest strokes of the engraver's tool. The change in this department of the business is truly wonderful, and it hardly seems possible that so great an improvement has been effected; a few moments spent in looking over the samples preserved will satisfy all interested of a fact as patent as daylight. It is the wish of the present proprietor

to continue this good work, and it is with pleasure that he announces the completion of arrangements for the introduction of a *steam engine*, so that in a few days Amherst will have what it has so much need of—a *steam press*. Looking back over the slow, irregular and unreliable efforts that have been made, it is a source of natural pride to think that *there is*, at last, a press in the town where all grades of work, from the cheapest poster to the nicest and most elegant colored job can be obtained, and that, too, at prices *below* those of the cities and larger towns. So liberal has been the patronage bestowed upon his efforts that he cannot forbear acknowledging it here.

Amherst, unlike many of the towns of New England, has within her boundaries institutions which instead of being the results of her success, are the foundations of it. Nor are they merely this; the cabinets of curiosities and collections of rare specimens of nature and art form no mean attraction for the entertainment and instruction of all visitors, whether resident or transient. As an evidence of the variety and immense quantity of curiosities to be found in the Amherst College collections, we will give a few figures, all of which are below the real number, many specimens having been added since the compilation of the catalogue from which these figures are taken:—

Minerals, Rocks, and Fossils:—Simple Minerals, 2,200; Rocks and Fossils of Continental Europe, 600; England, 600; Asia, 1,200; West Indies, 225; United States, 4,000; Massachusetts, 3,200; Connecticut, 800; Vermont, 2,300; Fossils—a general collection from Europe, 500; from the Permian Formation, 100; from the Paris Basin, 124; miscellaneous from Europe, Africa, Kansas, etc., 500; Economic collection of Minerals and Rocks from Europe, 300; Polished Marbles, Alabasters, etc., 162.

Plants:—Dried Plants (species), 4,000; Smoothed Sections of Wood, 175; Seeds and Fruits, 400.

Animals:—Manikin and Casts of Human and other Crania, 63; Mammals (Quadrupeds), stuffed, and Skeletons, 130;

Birds, 256 ; Nests of Birds, 70 ; Eggs of Birds, 175 ; Reptiles, 150 ; Amphibia, 85 ; Fishes, 250 ; Crustaceans and Worms, 200 ; Insects (species), 4,800 ; Mollusca, 8,000 ; Animals of Mollusca, 155 ; Radiated Animals (Corals, etc.), 250 ; Amorphozoa, Sponges, etc. (specimens), 127.

Footmarks:—Individual Tracks, 9,000.

Professor Shepard's Cabinet:—Simple Minerals (specimens), 10,000 ; Technological Collection, 500 ; Meteorites (specimens), 162 ; Fossils and Rocks (specimens), 6,000 ; Mollusca (specimens), 5,000 ; Dried Plants (species), 6,000.

Archæological Collections.—Nineveh Gallery. Sculptures, Brick, Antique Gems, Pottery, etc., Modern Articles of Dress, Ornaments etc., from Mesopotamia ; Fresco, etc., Coins, chiefly ancient, 1,000 ; Casts in Sulphur and Plaster, and Copper Medallions, 317 ; Indian Relics, 1,100.

The mineralogical collection of Professor Shepard has had thousands of rare specimens added ; his collection of meteorites now numbers 225 distinct localities, thus making it the third in extent and value in existence ; that of the British Museum being the first, and the Imperial Cabinet at Vienna the second.

We will now ask the reader to ascend to the tower of Johnson Chapel, (or College Tower, as it is known), and enjoy the scene which lies spread out before the eye ; upon the east are Mts. Lincoln, Hygeia and Aquilo, upon the north, Mts. Pleasant, Taurus, Mettawompe (Toby), and Sugar Loaf, whose bright colors and reddish hue render this view exceedingly picturesque. To the north-west may be seen, on a clear day, Mount Pocumtuck, Bald Mountain, portions of the Hoosac range, and far off the Green Mountains of Vermont. But the most celebrated mountains, and those which more immediately arrest the attention, are those of the Holyoke and Tom ranges, which stand out in bold yet beautiful position of outline, and the valley, set off by occasional ponds of water and snug looking villages. Amherst, the Hadleys, Northampton, Whately and Sunderland are ordinarily fully visible from this grand lookout. The Massachu-

setts Agricultural College, with its beautiful grounds, its fine buildings, its noble green house, and its splendid drives, is a feature not to be overlooked, although they are very pleasant to "look down on."

But we will leave these, and take a look in upon some of the business men of the town, not the least of whom is SAXTON, and his shop is a study in itself. What the inducement is to persuade a man of his business talent and energy to remain where his powers are limited, will be about the first enquiry the mind will naturally make of itself. Almost everything to be found in a first-class city store is here at hand, whether it be the more costly among watches, chains and the better class of jewelry, or in vases, mantle ornaments, and articles of that class. In looking over his ring trays we were surprised to find that over \$800 were quietly reposing there. His chains near by run up to some \$2,000 more; his watches to considerable over that amount, and so on through his whole series of show cases. One fact in connection with his trade is worth mentioning,—there is not a *gilt* article in his store: all are either of the solid material or the best of rolled plate, and none are represented other than they really are. The clocks to be found here, (and he makes a specialty in this line of goods of the celebrated Seth Thomas' Clocks,) comprise about all the various grades offered to the public, from the cheapest little wooden case to the elegant and comparatively costly bronze. There is nowhere in Western Massachusetts a collection that can excel it. His show case of silver and silver-plated ware, will also attract the attention of a visitor to his establishment; the unique patterns of his setts or the simple beauty of the *pieces* he has on exhibition will win admiration if not selection, and they are few who would not like to possess them. But it is needless to particularize further, a visit will give a better opinion of his trade than we could if we were to "write a book" upon it. When we consider the short time he has been among us, the vast improvement he has made in the store and stock, the universal satisfaction he

has given, as evinced by his constantly increasing business, we cannot but wish him the success he deserves, as a high-minded, honorable business man, an active and energetic citizen, and as a gentleman. It is worth while to look at some of his French clocks, one of which may be seen in his window. He keeps by far the largest assortment of spectacles, and eye glasses to be found in this section, particular attention being given to the Scotch Pebbles, some of which are on exhibition in his show cases at the Fair. We almost forgot to congratulate him upon securing the services of Mr. G. A. Guldán to attend to the repairing of watches and jewelry. Mr. G. has long been acknowledged as a master of his business, and as a result of his engagement at this establishment, Mr. Saxton's trade has increased over 100 per cent. in the matter of repairs.

Another, whom we must place by his side, and a man of the same stamp, is SAMUEL K. ORR, whose sign of "Cool Soda," first takes the eye as we leave the depot. For the twelve years and more that Samuel K. Orr has been in town, he has made it a constant study to furnish Drugs and Medicines of *strict purity* and *full officinal strength*, at as low prices as such goods can be sold by any Apothecary and enable him to make a living. Believing that such a course would eventually be successful, he has steadily maintained it, and intends to do so as long as he remains in the place, trusting in the good judgment of the community to enable him to continue to serve them in the future as he has in the past. During all the time he has been in town, his SODA Fountain has supplied a thirsty public with that refreshing beverage, for the low price of five cents *a glass*. Last winter he started *Hot Soda* with encouraging success; with the experience of the past, he fully expects to be able, the coming season, to furnish the winter beverage *piping hot*, and of so delicious a flavor, that the most fastidious will pronounce it unexceptionable. His store is also well supplied with all the *most popular* Patent medicines, together with many valuable proprietary remedies of his own manufacture. His

Boquet *Cologne* is pronounced by many who have used it, superior to the imported. A full line of sponges may also be found there. In short, any of our readers who want reliable goods at reasonable prices, cannot do better than call.

But we have wandered from the attractions of Amherst into its business, and if it were not a pardonable digression, we might regret it. But what is there that adds more to a town than an opportunity to gratify our wishes either for the necessaries of life or its luxuries? It is not always best to isolate ourselves because we may have had to contend against odds in the race of life. Activity is the true source of enjoyment, and he who best fills up the little space in time that is allotted him, has the most real enjoyment. Then let us see if there is not something to attract us, and profitably fill up an hour or two, in a ramble through a few more of the business houses of the town. There is something fascinating to us in watching different men in the methods they adopt to win and retain custom. Some are so square and blunt in their language and manner, that after the first feeling of rebuff is over, we feel that we are in the presence of a man who is above a mean action, and from that time forward are safe in our intercourse with him. Others there are, who in every word and act betray their inordinate love of the "almighty dollar" so palpably that it is only necessity in choice or time that compels us to trade with them at all. There is still another class, those who would if they could afford it, act as generously as they have seen their more successful fellow tradesman do. This class always wins our regard, and we are often tempted to offer an assisting hand when it were as well for ourselves if we would resist the temptation. Such there are in other towns beside our own, and for that reason we will not introduce any in his special traits of rough honesty, mean selfishness, or generous liberality, which is his failure. We will let the reader draw his own conclusions after he has had association with them, and proceed to notice a few of the many who surround us.

In speaking of the erection of buildings in the town, we referred to the fact that it is just fifty years since the store of HUNT & Co. was built, but to step inside of it will soon dispel any idea that may have entered the mind that it has remained just as it was. If we take no other article than one of their Side-burner Parlor Stoves, and look it carefully over, we will readily see what ingenuity has done for us in this line of home comforts. Whether it be used as a close stove, or an open grate it is equally attractive ; the design is chaste, and, altogether, we believe we can pronounce it an "attraction of Amherst." Besides this, there are also stoves of about all the desirable patterns now before the public. But their business does not end here, stoves are only a portion of the stock kept at this house ; if the visitor desires, they can, and will if requested so to do, show him any article he may need in the shape of Agricultural Implements, including Bullard's Hay Tedder, Plows, Horse Rakes, Road Scrapers, Cultivators, Horse Hoes, and articles of a like nature. We are not sure that Road Scrapers are agricultural implements, but we will run the risk to call them so, and if we make a mistake the reader can credit it to the poor fellow who has to shoulder so many mistakes, "the printer." We do know, however, that they have one of the very best stores and are among the fairest men in the township to trade with. They do not have two prices for the same article but treat all alike. It matters not whether they have traded there for fifty years or not, but we hope they may. As they have in the past, they will in the future, hold a high place in the esteem of all who deal with them, whether it be for one of their best stoves or for a dust pan and broom—they know and make no distinction among their customers, all are treated politely and with attention. Give them a call and see if we do not state the matter squarely.

A few steps farther north, and we enter the store of H. BURT & Co. grocers, and were this all we could say of them it were easily done ; but friend Couch, the junior partner of the house, will not permit us to form an opinion of either the

stock or trade of the house in any such a way. We must look over their large collection of lamps, in every style and of all grades in price; some of these are elegant. We must take a peep at the crockery and glassware displayed; we must look into the confectionery cases; test the varieties of nuts, and other good things which make a dessert; examine the cellars and admire the fine stocks of goods there, and then step into the flour room of the concern. Every where there is method in the arrangement of their business, and system in the conduct of it. The senior partner has been so long before the public of Amherst, and is so favorably known, we need not stop to introduce him. If strict attention to business, politeness to customers, and a ready and cheerful response to all callers will insure success in business, then it belongs to this firm. They attempt no "spread" at their store; all is as it should be; and we opine there are not a few to whom this notice will seem but a just tribute to men who are accommodating in trade and conscientious in their dealings with their fellow men. Although they have concluded to dispense with advertising, and prefer to let people find out by enquiry what they may have for sale, which seems to us a mistake, we yet wish them success, and why they cannot see that people expect to be told once in a while of what they may have that is new or nice, is more than we can discover.

A visit to MARSH & SON'S Furniture and Coffin Warerooms in the building adjoining our office, is worth the visitor's while. They have a handsome stock and a good trade, and more than all else—they deserve it. Kind, obliging, and honest, one feels at ease while trading with either the Nestor of the firm or with "Ed." We know of no place in Massachusetts where a customer will be treated any better than at this manufactory. Every article, before being put on sale, is carefully examined by the senior partner, himself a practical workman of rare ability, and if not perfectly satisfactory is returned to the shop for readjustment. "Ed" comes by a love for the business naturally, and presides over the

warerooms, in which department he has hosts of friends. We examined a casket of rare design at this shop the other day, and truly it is just the *niciest* thing of the kind we have ever seen. It is a folding casket, which on being opened and laid out flat looks like a satin bed. There is no look of the "coffin" about it, and it robs death of much that is disagreeable. Few people like to remember a dear one in his coffin; on the one they showed us, the occupant looks more like a person lying asleep. Call in and see them, and look over their stock of Parlor and Chamber suits, some of which we consider elegant. They have all grades of Goods, but none that are "cheap." The trade which they do allows them to give a good article at a low price.

Now that winter is so fast approaching, we do well to look around for such means as we may be permitted to employ to render home attractive, and so far as we can rob Jack Frost of his terrors. A good stove goes a very good way, for where everything is warm and comfortable the blood circulates more freely and good humor is almost sure to follow. In making our selection we chanced to drop into a store on Pleasant St., the most remarkable feature of which is that it has no firm sign upon it; we were not long however in discovering that Messrs. DICKINSON & WIGHT were the presiding geniuses of the concern, and we were politely shown and regaled with a dissertation upon the merits and qualities of the many patterns they are introducing to the public. We were surprised not a little at the variety, but we were more than pleased when shown the American Cooking Stove, the one they make a specialty of,—and no wonder, it is a whole cooking establishment in itself, and would almost lead a hungry man to imagine he was in the presence of Blot or some other of the famous *cuisine* we read and hear of; it only needed a little hot coals to make the deception complete, and the anticipation seem reality. Everything is in such excellent trim, all the improvements and inventions in this article are so combined and placed as to be instantly available, that we cannot see why it should not

become the universal favorite. We were also pleased with the beauty of the "Oriental ;" it is one of the handsomest stoves we have ever examined. It is almost an open grate, there being doors to let down, and oriental isinglass windows around the entire stove just over the bed of the fire. They keep on hand a stock of Drain Tile, which will be sold as low as at any other establishment. They also keep on hand all the latest and best styles of Ranges, Copper and Iron Pumps, Hydraulic Rams, Lead Pipe, all kinds of Tin Ware, Iron Hollow Ware, Enamelled Kettles and Sauce pans, Copper Boilers, &c., &c. Both partners are young men, and both practical workmen, and we can see no reason why they are not entitled to a good share of public confidence and custom. As it is, they are doing an excellent business, and even at this season of the year, when they are taxed to the utmost to attend to all the calls made upon them by parties who are making ready for winter, they are manufacturing on a large scale, and running a full force at their workrooms. Messrs. Dickinson & Wight have been associated as partners about two years, previous to which time Mr. Dickinson had established himself in the town.

A "Terrible Temptation" has created quite an excitement in literary circles, of late, but it is nothing to the temptation we felt the other day to test LEACH BROTHERS' ability to dislodge a pain we had in one of our jaws ; but then we had to succumb, for it was neuralgia and not toothache, if it had been they certainly would have found us at the AMHERST DENTAL ROOMS, over the Post Office, for we are of the faith that what they cannot do for an affected molar no dentist in this State can. Both brothers have devoted themselves to their profession, and both hold an enviable position in the same. Dr. B. F. Leach was the first to take up his residence among us, which occurred some eight years ago, when he came to Amherst from Derby, Conn., where he had been in successful practice for some time. The other has but lately come among us, from Whitehall, N. Y., where he had attained a well-earned reputation. Believing their native

State as good a place as any for Massachusetts boys to make a home, they have formed a co-partnership under the title of "Leach Brothers," and propose to conduct business at their rooms in such a manner as to secure the object which all men have in view, viz.,—a successful prosecution of their profession. To this end they have made the Amherst Dental Rooms as cosy and comfortable as a parlor, fitted them up with every convenience that is to be found in any establishment of the kind in the State, country or city, and by strict attention to their own business, hope to retain the confidence so long held by Dr. B. F. while alone. We are not conversant enough with the technicalities of the business to enter into a disquisition upon all the appliances they have brought to bear to assist them in their art, but this we can say—they will spare no exertion to give entire satisfaction to all who may need their services. A dentist once said to us—"there is no estimating the value of a natural tooth!" and Dr. V. W. Leach thinks so too, for he takes especial pride in that portion of his profession which enables him to save a tooth that may be affected. The forceps are his last resort, and only when necessity demands it does he believe in their use; having won distinction, and his degree of D. D. S., from his thorough knowledge of dentistry, his opinion is of weight, and it takes *integrity* to prevent a man from advancing his own interests in preference to those of others, in this world of ours, but this Dr. Leach does every time, and when he can save a tooth he does so; not like some dentists we have known who would as soon destroy a tooth as not, in the hope that sometime they would have to replace it. With *every means* at hand that may be needed in the manufacture of false teeth, they yet prefer to save both pain and money to their patrons when it is for their patient's interest to do so. We trust to time, and the appreciation which is always bestowed upon true merit, to see the realization of Leach Brothers' anticipations, and the success of the Amherst Dental Rooms a recorded fact. A system of appointments for the different towns around us, has been adopted

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Collection

by the firm, information in regard to which may be had at their rooms, over the Post Office.

As we continue our observation through the town, we come at length to the hat and cap store of Messrs WAITE & SON. Although the present firm was established on the first of May last, the senior partner has been actively engaged at the business for over thirty years. They have recently had their store remodeled, which has added to its appearance, as well as giving them more room to show their goods. The largest part of the stock consists of hats and caps, and, by the way, Mr. Waite is the only practical hatter in the county, on which he prides himself, as the large gilt hat over the door will show, but they have some very fine furs and a variety of trunks, umbrellas, &c. In connection with this store, the repairing of old hats is extensively carried on and is steadily increasing, and there is no reason why this part of the business should not increase, for repaired hats that come from this shop can with difficulty be distinguished from new ones. The enterprise and business like manner which the firm show cannot fail to gain for them many friends, and we think they are fairly entitled to a large share of public patronage.

Somewhere we said that a ride was one of the attractions of Amherst, now if any one will produce anything to beat a ride to Northampton and back, with its beautiful straight road, hardly dust enough to be discernable, the glorious scenery of the Connecticut Valley on one side, and the grand old soul-inspiring Holyoke range of mountains on the other, let them produce it. We have spent days in trudging over them, that no point of interest or beauty should be unvisited. Nor is this all, we have spent years in travel, and nowhere have we found anything to surpass this eight miles. We sometimes regret that there is not more historic association connected with them; but then, what would it add to the beauties of nature if there were?—nothing. What we have here is Nature, and the hills of Holyoke are as old as those of either Scotland or Switzerland, and what little history

there is connected with them and the valley at their base, is our own. They belonged to our grandfathers, hence they are ours by right of inheritance ; when we gaze on them it is not with a sigh that they belong to another nation and another people, but with pride that they are a portion of our free and happy land. That every cot is a palace, and may be the birthplace of a ruler ; that every man is a lord, and that all its resources contribute their share to educate and ennoble the race ; and that here there is no caste, no creed, no sect, to drain the working man for the benefit of the rich and lazy.

If any would enjoy this scene and the emotions, let him take the Northampton stage in the morning and ride over in it, let him spend his day among the bustle of that lively town and return at night, and then if he is not satisfied we will foot the bill. This stage route is now and has been for a number of years the property of E. F. COOKE of this town, a man who has won his way to wealth and influence by patient industry and persevering endeavor. By his own exertions he has become one of the wealthy men of the town, being one of the owners of the Amherst House estate, and has a very large interest in some of the finest business houses on the street. He, like his stages and the route over which they run, needs no endorsement from us, but it is so easy and withal so pleasant a way to enjoy a day that we could not help introducing a ride to Northampton in or on the stage as a positive attraction of Amherst.

The Stereoscope has become an article of home necessity with us, and no one better understands this than DEACON LOVELL. Among the views he has at his rooms are all the points of interest in the vicinity of Amherst and the State Agricultural College, together with a large collection of views from various parts of Massachusetts and the White Mountains, among which are Amherst College from the North, College Chapel, North College, South College, East College, Williston Hall, Barrett Gymnasium, Woods Cabinet, Appleton Cabinet, Sabrina, College Flower Garden, College

Green looking North, College Green looking South, College Well, President's House and College Library, Amherst College, College Flower Garden, From Chapel Tower, looking N., N. W., N. E., E. N. E., N. N. W., W., S. W., Village Church, Grace Church, Baptist Church, Amherst House, The Old Homestead, Phoenix Row, Commercial Row, Old Academy, Pleasant Street, looking North, Amity Street, looking West, Main Street, looking East, Pleasant Street, looking South, From Palmer's Store to College Hill, Town Pump, Street View, First National Bank, The Old Bridge or Lover's Nook, Cushman's Leather Mill, After the Freshet at North Amherst, The Golden Gate Falls, North Amherst. He commenced the collection of these views, believing that hundreds who have graduated from Amherst College, will hail the opportunity of obtaining mementoes of their College life; also, that they may become treasured mementoes to many who have gone from this their early home to distant parts of our land. The exceeding low price at which they are now afforded, places them within the reach of every one. He has also many views of Sunderland Park, among them Bear's Den Ledge, or Home of the Rocks:—This ledge lies directly East of the North half of Sunderland Street, and is nearly three-fourths of a mile long. The South part divides into several shelves, the highest of which is 400 feet above the river. Graves' Ledge, or Rock Shelter:—The South end of this ledge is about a mile North East of Sunderland Street. It is three-fourths of a mile in length, and varies in height from 100 feet to 20. The Cave and vicinity:—The Cave is in a ledge of Rocks, $3\frac{1}{2}$ miles North East of Sunderland Street, and about 190 feet above the Connecticut River. It is about 225 feet in length, and its greatest depth is about 60 feet. The Ditch, just South of the Cave and parallel to it, is 90 feet long, 45 feet deep, and 5 feet wide at the bottom. Its sides are covered with moss, lichens and ferns. He continues to take Photographs and Ambrotypes in the very best style of the art, and to copy old pictures, finishing them in India Ink or Water Colors.

Among the very oldest business houses in the town, and one that for fifty years and over has been conducted upon such fair and honorable principles as to have made it conspicuous, if for no other reason than that during all that long period there has never been a failure, suspension or compromise in its financial affairs, is that now occupied by J. A. RAWSON, within a few steps of the Post Office. The present proprietor, who for a term of about two years has conducted business here, began as a stranger, and as he has observed, "with little capital to invest," but a sturdy resolve that if attention to business and strictly honorable

dealing would secure him the trade which had for so many years attached itself to the place, he would have it; how he has succeeded is patent to all who know him. He has not only relieved himself of all the liabilities he then assumed, but is to-day surrounded by a business he finds difficulty in attending to. A practical workman of superior ability, all the watches entrusted to him pass through his own hands, and he trusts to no one anything entrusted to *him*. Marked in his courteous manner of meeting and associating with those who favor him with a call, he has steadily increased his hold upon public confidence. In fact, to such a degree has this been the case, that he is constantly being compelled to decline to receive work, as the demands upon his time are so numerous that he cannot attend to them all; and, desiring to act conscientiously, he is compelled to decline orders when he knows he cannot bestow the care and attention he believes them entitled to. With such a record in the past, need we pause to endorse him as one of the men with whom it is a pleasure to be associated? Certainly not. If then we say we find an "attraction" in looking over his elegant stock of watches, jewelry, and the various grades and patterns of silver and plated ware which adorn his show cases, we feel there will be few to dispute the point with us. The simplicity of his manner of doing business is so apparent, and his unpretentious course so plain, that we feel provoked to ask him the secret of his success,—but then we remember, it is by patience and perseverance, by following the principle of avoiding misrepresentation as to quality or style, and by endeavoring to so treat his customers that they will come again, that he has succeeded, and we leave him wishing him more than he has yet had, for we feel he deserves it. A look at the various styles of Elgin Watches he has on hand is not a bad way to pass a half-hour. The visitor may rest assured of a courteous treatment and pains-taking civility, when he shall call to inspect his stock, whether he makes a purchase or not.

In the same building with our office, and immediately under it, is another of the *established* houses of the town. How long it has been in running order we do not know, but that it is gaining ground every day we do know. It is almost needless to tell any one within ten miles of Amherst that we mean the house of S. HOLLAND & SON; a look out of our window or into their store, at any hour of the day or evening would convince the most sceptical that there is more than curiosity centered there. The long line of teams, or the constantly changing stream of persons who enter and retire from the store, give evidence enough that the Messrs. Holland do not make any mistake in advertising their stock, which, by the way, we would like to be able to "write up," but doubt our ability, for it comprises every-

thing to be found in a country store, only that it is arranged with neatness, and so classified that there is no mixing up. By the way, we said "everything in a country store;" let us qualify that, they have no dry-goods counter and no "private corner." They keep what is needed for home comforts, and such articles as their farmer-trade may demand; but it ends here. We could hardly write their advertisement as we once saw one written, "jewelry and fish-hooks, dry goods, codfish, millinery, hardware and dried apples, and all *other* kinds of groceries," but the fact is they have the most of them. Among the stock at this store, we found a splendid collection of lamps, many of them of unique pattern, which to use the words of one of their advertisements, they "have bought to sell," and this tells the whole story, whether it be flour, meal, molasses, sugars, teas, salmon, mackerel or other fish, or the lighter grades of groceries, or in the glass, stone or wooden ware lines, or in the hardware and farm utensil line, it is all the same, they have "bought to sell." No cheap or worthless articles are to be found here, when good ones can be had at about the same price. They pretend no show, and in fact have no inclination for it; the store is packed with saleable articles, and they mean to dispose of them, hence they ask but a fair and honest advance upon any article which leaves their establishment. We said the house was *established*, and so it is; for it has never failed yet that where a house is conducted upon equitable and just principles, and the desire is to please and retain custom as well as secure it, but that it is established upon a sure basis. We know the active partner of the concern, and feel that he realizes as much pleasure and satisfaction from the excitement of doing business, as many others do from a greedy love of the gains they make. Mr. Henry Holland is emphatically a business man of the right stamp:—shrewd, not niggardly or mean,—active, not officious,—pleasant, not fawning,—and as "square as a brick." He "talks business" and "means business" when he does so; the customer has not much trouble to find out just where he stands on a trade, hence his popularity, for those who may conclude to "try some other place before purchasing," generally come back in the end. His splendid residence and grounds, destined in time to be one of the attractions of Amherst, bespeak his taste in social matters. The senior partner does little business now, poor health and increasing infirmities rendering him unequal to busy life.

A visit to YOUNG BROTHERS' furniture and coffin warehouse on Pleasant street, is not uninteresting. The specialty of the house is custom or "ordered" work, and they do a good business. They are enterprising and industrious, and are fast gaining a place among the more successful of our business men. The stock on hand at their manufactory is

large and of a very nice assortment ; the trade is increasing, and they are thus enabled to make such terms with their customers as are mutually satisfactory. They are devoting special attention to Undertaking, and have a full line of the goods necessary in this branch of their business, such as coffins, caskets, robes, &c., &c., and as they give personal attention to all matters of business entrusted to them, they feel justified in soliciting a share of public patronage. It is no trouble to this firm or expense to their patrons to make an inspection of the goods they offer, so that a cordial invitation is extended to those who desire to examine before purchasing to call in and look over their establishment. Their parlor and chamber suits, in all the various styles, are a nice thing.

Of late years there has grown upon certain classes of our people a desire for something more elegant than the common table ware which so long held its own at our boards. The old "china dresser" is fast disappearing and the silver and silver-plated sets are taking the place of the brittle yet highly-prized creamers, pitchers and tea and coffee pots so dearly prized by our mothers and grandmothers. So great and universal has this demand become, that now whole establishments are devoted to the manufacture of these articles, and rich and elegant stores are filled with their goods. Amherst is not behind in this particular, for MR. GEORGE L. PARKER, with "an eye to business," has supplied the need, and the encouragement he has met with is the best evidence of our appreciation of the advance in taste which he proposes to meet and supply. Commencing business in 1869, he was so fortunate as to be able to secure a partner shortly afterwards, but he concluded to run it alone, and bought him out again in January of the present year. Besides supplying his stock with the very best articles of the Rogers Bros. and Meriden Britannia Company's ware, he has a select stock of Coin Silver goods. Nor does he stop here, —he pays especial attention to replating and otherwise restoring old ware that may be entrusted to him. His stock of Fancy goods pertaining to his line of trade, for presents, etc., is worthy inspection. Among his goods may also be found a full assortment of Lazarus & Morris' Perfected Spectacles, pronounced the best in the market. Mr. Parker is building up a good trade, and he deserves it. Whatever he has, he has earned for himself, and if he continues as he has begun, there is a good future before him. Perseverance and honesty are the only requisites to succeed in this land, and Mr. P. has these to an eminent degree. He is rendering his store an "attraction" in earnest, and if friends will drop in and see him, in Gann's block, corner of Amity and Pleasant Sts., we think they will coincide with us. Let us intro-

duce one of his advertisements as a sample of the way he tells his own story:—"Having greatly increased my facilities for the accommodation of my patrons, and made large additions to my stock of Goods, I invite all to step in and examine a choice selection of the Meriden Britannia Company's & Rogers Brothers' Ware. Articles willingly shown to those not wishing to purchase. Ice Pitchers, Porcelain and Silver-Lined. Sterling Silver and Fancy Articles for presentation. All Goods will be warranted as represented, and sold as low as city prices. Special terms to Clubs, Hotels, and on all sales of large amount. Particular attention paid to Replating. Agent for the 'Lazarus & Morris' Spectacles, which preserve and assist the sight, and last many years without change. Look for sign, 'Silver Ware Store.'"

Dentistry, as a science, has made the most rapid strides of any profession in the land. Since the introduction of anaesthetics, people have become so used to the dentist's art that we would be doing a work of supererogation were we to enter into a treatise upon it. The questions with the public are:—Who will do my work the best; who understands his business best? Amherst is singularly blessed in this particular for she has some men who do understand what they claim to practice. As long ago as 1843 the late Dr. C. Stratton opened the rooms occupied by J. J. Vincent, D. M. D. as the "Amherst Dental Rooms," always doing his best, and to this day they maintain their high rank, for the present occupant has devoted himself to his work, and spared no pains in perfecting himself in his profession, and his well earned reputation is a guarantee that he needs no new introduction to the public. Whatever means he can control that will alleviate pain and render this, at all times, embarrassing work one that will not inflict too much suffering, he has endeavored to provide, so that art and science have so far had to contribute their best to assist him. His hosts of friends in this vicinity will join us in the endorsement of his work, for more mouths are filled with praise of his handiwork than would thank us for calling personal attention to them. It is related of Calcraft, England's celebrated hangman, that he never performs the functions of his office until he has made friends with the man he is about to send into eternity; just so with the Doctor, he is so perfectly cool and self-possessed, and withal so genial, that one forgets for the moment that he is about to play an "anvil chorus" on every nerve in the system. Well there is some satisfaction in it after all. He don't assume to prevent teeth from decaying or aching, but when once committed to his care they soon cease such work, and if it does hurt a little at first, it is soon over. Like the late Dr. Jackson, when performing an operation at the Mass. General Hospital, the patient kept saying "Oh Doctor! oh, Doctor! my leg!" "Hold on," said the old

man, "it will only take a minute or two more, and I'll engage that leg will never cost you any more trouble." Dr. V., however, endeavors to save all affected members entrusted to him, and its a positive fact that the sets he manufactures never ache.

Immediately in front of the common, and in the most conspicuous corner of the square stands Palmer's Block, the lower story of which is devoted to stores, the finest in the town. One of these the ladies have an especial interest in, for there Miss MATTIE HUBBARD presides, and we should judge very acceptably too, for she is always busy. We were tempted to look in on her the other day, and although not very well versed in (artificial) flowers and feathers and ("ducks" of) bonnets and natty little hats, and laces and ribbons, and all that kind of thing, we yet came away satisfied that she is. Her store is large and airy and has a pleasant look, and if we could only understand why all these pretty little tasty "fixins" she has are indispensable to her lady friends, we might reconcile ourselves to things being "thusly" —all we have to say to gentlemen friends is, if you don't want your wife to invest your spare change with Miss Hubbard, keep her away, for nice goods, neatly made up and tastily displayed are tempting, and somehow or other the ladies have a hankering for them. If they must buy, and now that fall goods are on the market, it is but reasonable to expect they will,—take them down to Miss Hubbard's, you'll part with your script with a much better grace after you've heard her praise, and seen her displays the nice stock she has on hand.

Watchmaking was so long regarded as a science, and so few have been the men who thoroughly understood it, that something like fame has attended the successful operator at it almost ever since time-pieces were invented. Now, however, this is changed, and the skillful workman is he who makes a study of his business, and understands the principles as well as the parts of the delicate little machine he has entrusted to his care. Such a one is T. W. LAVAKE, on Phoenix Row, a Northampton boy, who has done business among us for the last six years, giving universal satisfaction in the practical portion of his profession as watch-maker and jeweller. He is a dealer as well, and offers a new thing in his trade in the form of the "Paulus' Patent" Watches, a Philadelphia article. Call in and see it. His stock of rings, pins, buttons, studs, ladies' sets, bracelets, clocks, and all such articles, and his opera and eyeglasses, spectacles, &c., &c., is so full and nice, it will repay inspection. Having given up a considerable fortune, he is content with moderate profits, hence his sales are for a small very small advance on cost.

As business begins to centre around the depot, the early business men of this section of the town are beginning to reap the benefits of their wisdom in concentrating there. Prominent among them is H. C. PIPER, who does a large general grocery business in the store which stands by itself in the square, fronting on Main St., and about the nearest to the depot. A feature of his business is that he is a purchaser of all kinds of country produce, for which he finds ready market. The farmers all know him and a large proportion of them trade with him. Among the additions which he has just made to his stock may be found invoices of the celebrated Jenkins & Hozer's Flour, Meal and Feed, Salt, Spices, Teas, Sugars, Crockery, Glassware, Hardware, Paints, Oils, Glass, and the many things required about a farm. His prices are liberal, and he means to deal fairly with all; at all events we will urge a visit to his store and an examination of his stock, all of which will more than repay any trouble it may cost. Mr. Piper is a business man of the day, and, as such, understands the needs of his time. His personal supervision is given to his business, both in buying and selling, consequently he never fails to be up and doing when there is need of it.

As a town improves its buildings and facilities for the transaction of business, in just such a ratio does it add to its attractions for the settler, (if we may use the word,) and few men understand and act upon it more than MR. WILLIAM KELLOGG, with a whole life identified with its business, having an abiding interest in its welfare based upon an ample fortune invested here, the occupant of one of the largest, if not the largest store in the county—filled with everything one may need—he stands out as one of the most prominent business men of the town, not to say Western Massachusetts. He has been making important improvements upon his block on Phenix Row, and still others are in progress. He will soon remove the large columns which so disfigure the block and are in the way, and raise the building some twelve feet more, and finish with a mansard roof. When completed it will be one of the handsomest blocks in this vicinity. A walk through his store, and a peep at his stock is worth the trouble; in the language of auction posters, there are "articles too numerous to mention" there, drop in and see them when you want to trade.

C. E. HUTCHINSON stands at the head of his business in this county. His stock is as various and complete as any to be found here, and he is sparing no pains to keep it so. It is a perfect museum to examine it closely:—Robes, harness, blankets, saddles, brushes, brooms, sponges, and in short everything that is to be found in a saddler's shop. Trunks, valises, bags, &c., &c. in profusion, of all qualities and every grade in price. Mr. Hutchinson has "pursued the even tenor of his way" among our business men for a term of about thirteen years, during which time he has attracted to him a large and paying custom trade; his motto has always been to "give every man his money's worth," and for this, if no other reason, he always has all he can do. Just at this season it is worth while to look in on him, for livery men, and others interested in horses, are making some pretty heavy demands upon him for his best work, and he is turning out some that is a credit to the town. Whoever can give entire satisfaction to his customers for over a decade, and still look forward to better things in store for them, has accomplished no mean end in this world of ours, and such is the place Mr. H. occupies. Although he might decline the place of a "prominent" business man of the town of Amherst, there is no need of denying the fact that he stands out conspicuously as an energetic and honorable tradesman.

"Going! going! gone!" was the heading to an article in one of our county papers a few days ago, and this reminded us that we came very near failing to visit our friend Redding—the "old auctioneer"—so we stepped in on him to see what he was doing, and take our word for it he has his hands full. His store needs no "puffs" hereabouts, for everybody knows that it is in the old American House block, but we venture the assertion that there is not one in ten who have any idea of the extent of his business. Everywhere one may turn in his store there is something attractive, whether it be Dry Goods, Fancy Goods, Hosiery, Gloves, Shirts, Collars, Cuffs, and all that goes to make up his immense stock. We asked a friend who was with us if he thought that stock would ever be cleared off—"Why yes," said he, "Redding buys and sells more goods than any man in Amherst. He understands how to trade." Possibly this is a little more than we would care to say, but not much. He does do a very large business, and he is increasing it, and the stores of towns no larger than Amherst that do more business than this one, will be hard to find.