

ADS FROM 1893 PINE COUNTY PIONEER PORTRAY DOWNTOWN BUSINESSES

When the Pine County Pioneer came out on Friday, July 14, 1893, there were nine advertisers promoting their wares.

Close your eyes and imagine how the town looked at that time. Dirt streets, hitching posts in front of the business establishments, and merchants getting ready for the days customers.

The stores were hot on the muggy July day and before the farmers loaded their supplies in the wagon for the homeward trek, the family was treated to ~~ice cream~~ *Coal drinks* at the Breckenridge Drug Store.

J. W. BRECKENRIDGE ran an ad that week for "DRUGS, PAINTS, OILS, FRUIT, CIGAR, CIGARETTES, FRUIT JARS AND LAMPS".

The canning season would soon begin and he could woo homemakers into his store for canning supplies.

W.F. GLASOW, advertised DRY GOODS AND GROCERIES. Women could amble into his store and anticipate what "piece goods" they would purchase for the new dress they were contemplating while they picked up sugar, coffee and other staples.

MISS GEORGIA BUTTRICK, had a millinery store. A new hat was always guaranteed to make a woman feel like a new person and Miss Georgia no doubt sold trappings for remodeling an old hat. A new flower and veil could do wonders and it was a lot cheaper.

J. C. MILLER advertised General Hardware. The man of the house could pick up machinery repair parts and other supplies here while he filled in on the local news.

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HENRY ROHLF sold Produce and Seed and WILLIAM TIERNEY advertised DRY GOODS, SHOES AND GROCERIES.

General stores of this kind were very popular in the old days because all purchases or at least most of the things on the shopping list could be picked up at one place.

HERMAN BORCHERS sold and repaired shoes and boots and he was advertising harnesses and whips as well as a variety of leather goods.

Perhaps one of the most important businesses on the avenue during this era was the blacksmith shop.

The blacksmith was in many ways an artist. He could take a piece of steel, heat it in ~~the~~ coals that made his small shop almost unbearably hot during the summer months, dip it in a barrel of water and shape any part or tool a customer might order.

Acrid fumes from the glowing coals and the barrel of water permeated the air that surrounded him and his leather apron was soaked with perspiration as his powerful hands ~~completed an order~~ worked swiftly to repair a part before the farmer had to go home.

ADAM BIEDERMAN, blacksmith, advertised that he was having a sale on cultivators, mowers, plows, hay racks and other farm machinery equipment.

The early settlers needed an attorney as much as we do today and S.G.L. ROBERTS hung his shingle offering his services as "Attorney-Counselor at Law".

The ~~Pine-County-Pioneer~~ PINE COUNTY PIONEER ran an ad in their own behalf in an attempt to promote subscriptions for \$2.00 per year.

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As the town grew more business located here and out of town merchants also found it was to their advantage to advertise in the Pioneer.

~~By July 24, 1893~~

A later 1893 paper had 18 ads, 10 from local merchants and 8 from businesses outside of Pine City.

By April 23, 1909 there were 27 ads from local merchants and 9 outside Pine City plus 13 small ads in "Popular Specials!"

The newspaper ad read,

"Get the Pine County Pioneer and LaFollettes Magazine, both one year subscriptions for \$2.25 in advance. Send in your order to Pioneer and NOT to LaFollettes Weekly Magazine.

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