

PRINCESS THEATRE
POPULAR PLACE;

First Run Pictures Are Shown
and Music is of the Very
Best

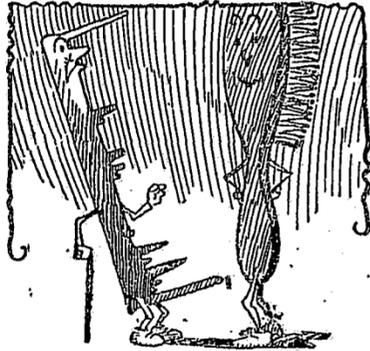
One doesn't have to go to Chicago to see first-run pictures of the very highest quality or to hear music of the superlative kind. One can gratify themselves in that regard right at home in Buchanan.

The place where this is possible is at the Princess Theatre, which it has been the writer's privilege to attend on many occasions. The moment the title of the picture was flashed upon the screen we realized that it was a picture of which we had read advance notices that had given it highest commendation. We recognized, too, that it had been exploited as one of the great productions of the year and found it difficult to believe that such a thing as the presentation of such a picture could be possible in a place the size of Buchanan. We had not long to wait for another surprise. When the music began, there was evidence at once that it was not ordinary, and as it continued through a repertoire which was astonishing for its remarkable versatility, we concluded that here at least anything was possible. We have no idea whether or not the good people of

Buchanan appreciate the value of this combination. If they don't they should. They should not only appreciate it but they should be proud of it, too.

The Princess Theatre is operated every night in the week including Sunday evenings. The quality of the pictures is never lowered. One may go at any time and be assured they will see a good picture, for the proprietor, Mr. Homer Morley, has declared he will never show pictures of questionable character nor ones which cannot approximate the high standard he has set for his house.

AN OLD FELLOW



Hair Brush—How old are you anyway, granddad?
Old Comb—Pretty old, I guess; I've lost nearly all my teeth!

J. E. ARNEY

"The Square Deal Grocer"

The Home of
QUALITY FOODS

at
Reasonable Prices

Fresh Vegetables and
Fruits

Prompt, Accurate Service

Satisfaction Guaranteed.

Phone your orders to 26.

Get More Wear

Out of those old shoes of yours. You know you appreciate their comfort and just because the heels are run down a little or the soles are worn is no sign that you should cast them aside. Let's have them for repair. They'll be good for many another mile of comfortable wear.

**Buchanan Shoe
Repairing Shop**

JOE ROTI ROTI

RIGHT AT THE TOP
HAIR CUTS
Be right at the top and
Be All Right
3 CHAIRS—NO LONG WAITS
CALL US UP—162
STYLISH
Hair Cuts — Bobs
Use a full line of FITCH Products
Shave — Shampoo
FRED MEAD
BARBER SHOP
BUCHANAN, MICHIGAN

**P
R
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IN BUSINESS

for your

PLEASURE

January 1st. marked the entrance of a new year and one which will prove to be the most prosperous for every body that we have known for some time.

Business is good and there is work in sight for everybody. Work which must be done.

Your first resolution for this new year should be to keep fit.

When your engine fails to pull; when it won't take the train over the grade another engine will have to be put on. The work must be done.

In order that you keep fit permit yourself the rest, the food, the refreshment and the healthful interests that to you belong.

Do not neglect the law that commands you to partake of amusement. Remember that a good lubricant for the machinery is the laughs you enjoy at the theatre.

**THE THEATRE
THEN IS YOUR FRIEND**

**T
H
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A
T
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E**

BUCHANAN LUMBER AND COAL CO.

ESTABLISHED 1916



Your Own Home Means Freedom of Mind

OWNING a Home of your own means freedom and contentment of mind. You eliminate the never-ending quest of flat hunting, high rents and there is the assurance that money you formerly paid into rents is being saved.



Phone 83 F2



C. B. ISBELL
President
A. F. HILLER
Sec'y-Treas.
C. F. HILLER
Manager

DEALERS IN

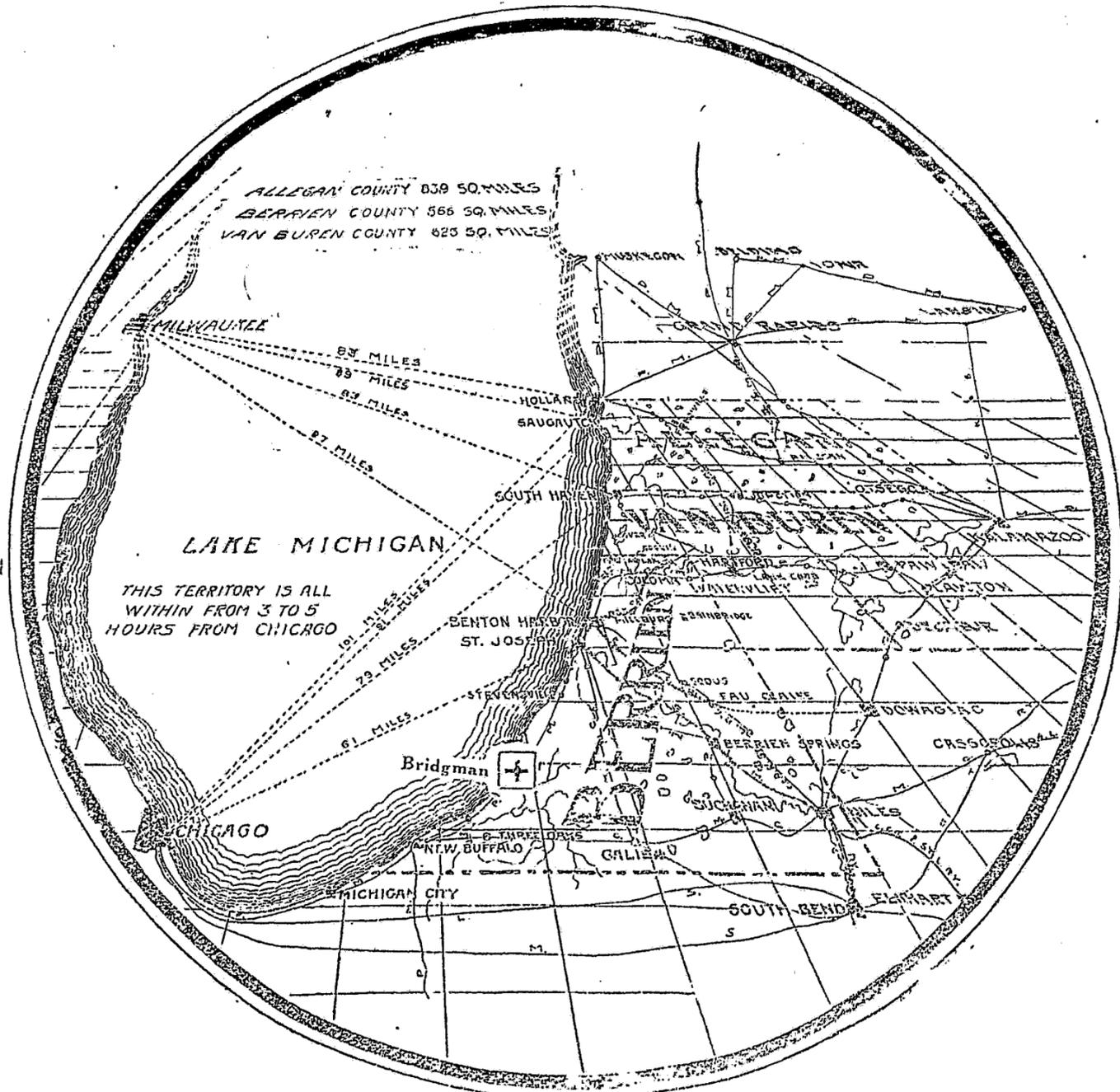
LUMBER BUILDING MATERIAL COAL

Buchanan :- Michigan

BRIDGMAN

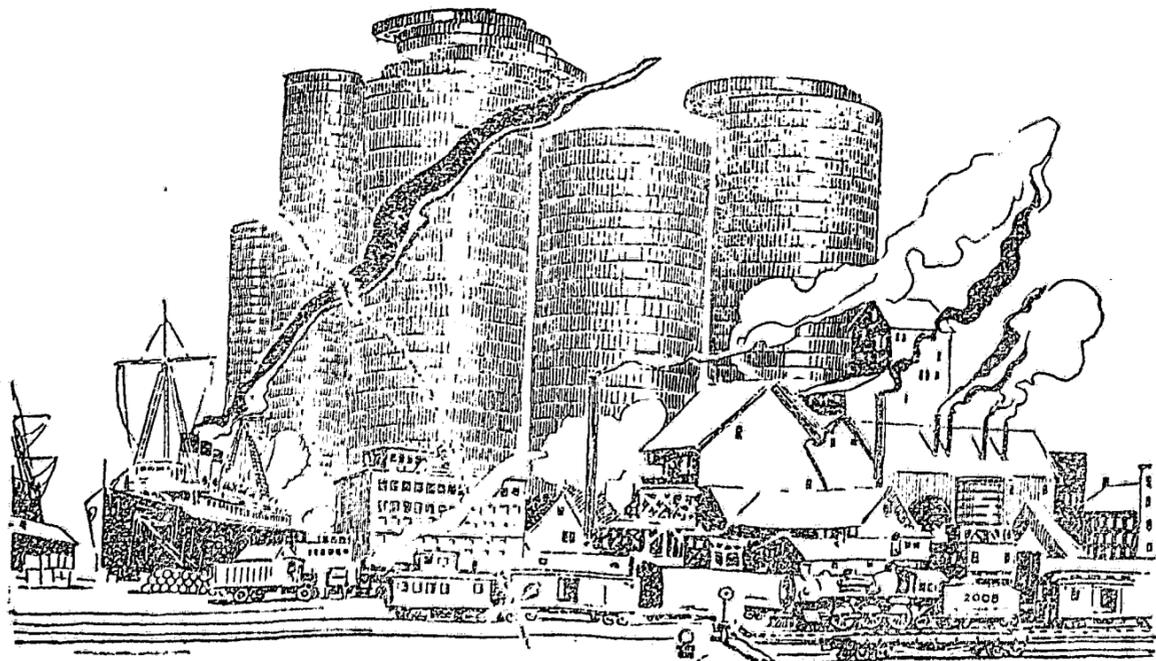
IN THE CENTER OF SAINT JOSEPH VALLEY

THE SAINT JOSEPH VALLEY IS DESTINED TO BECOME THE GREATEST INDUSTRIAL CENTER IN THE UNITED STATES BECAUSE OF ITS LOCATION, VAST WATER POWER AND TRANSPORTATION FACILITIES.



BRIDGMAN, MICHIGAN OFFERS THE INVESTOR, MANUFACTURER, BUSINESS MAN AND TOURIST, FIRST CHOICE IN THIS MAMMOTH FUTURE INDUSTRIAL EMPIRE COVERING 2000 SQUARE MILES.

THE FOLLOWING PAGES ATTEMPT TO SHOW YOU THE POSSIBILITIES THAT CAN BE OPENED NOW BY YOUR TIME AND MONEY.



STACK YOUR DOLLARS IN BRIDGMAN

BRIDGMAN

"The Biggest Little Town in the United States"

As one rolls along M-11 in a journey north or south on that remarkably smooth and delightfully scenic highway, extending from the Indiana line to the Straits of Mackinaw, he will finally encounter an artistic sign which informs him that he is now about to enter Bridgman, "the biggest little town in the United States." If he is at all impressed—and who would not be upon encountering a sign like that?—he will stop and give the place the once over which, having done, he will be forced to conclude that the truth has only half been told and that Bridgman, instead of having violated the conventions by its flamboyant statement, has still a whole lot coming to it and is justly entitled to be dubbed the biggest little town in the world.

When the writer first visited Bridgman, he realized at once that he had encountered something unusual. But it was not until he had met that prince of good fellows, "Bun" Baldwin, and his enterprising associates, of the Bridgman Booster Club and had partaken of their hospitality, that he realized that here was something not merely unusual but extraordinary.

Bridgman People Own Sand Dunes at Their Door

Bridgman is situated on M-11, otherwise known as the Dixie Highway, about fourteen miles south of St. Joe, and 87 miles from Chicago. It is built upon what is undoubtedly a stretch of Michigan's best land. A mile directly west of it is a natural park of sand dunes and, as might have been expected, Bridgman people have procured the property instead of permitting outsiders to gain control of it and eventually make millions exploiting it for their big-city fellows. Whatever is to be made out of the sand dunes at Bridgman is going to be made by Bridgman people. One of the first moves in this direction is the establishment of what is known as the Advertising Colony, a group of Chicago advertising men who have become bewitched by the beauties of Bridgman's surroundings and spend as many days as their business will afford during the summer exploring the sand dunes; dreaming of the prodigious forces of nature which through unnumbered centuries have built them up and imbued them with nomadic habits, for many of these silent sentinels of the lake shore are possessed of the wanderlust and when this is upon them their marvelous peregrinations may not be stopped. But most of the dunes at Bridgman have learned to behave themselves and appear to have "settled down" since upon them are now to be found mighty giants of the forest with creepers and vines filling the interstices until in some

knowledge of woodcraft in order to penetrate their verdure-clad fastnesses. Enconced on a woody plateau at the foot of one of these giant sentinels stands a model club house erected by the Advertisers Club. A short distance from the village is a nine-hole golf course—soon to be enlarged to the regulation eighteen holes—upon which the boys gratify their ambition to one-day becoming the national amateur champion. The people of Bridgman, to a very large extent are also members of the club so that at almost any time of day the greens are well peopled with players and caddies and Bridgman thus takes on an air of importance and progressiveness far beyond her natural size.

Everybody in Perfect Harmony

Bridgman is not always going to remain the biggest little town in the United States. There will come a time as sure as the sun shines when Bridgman will have to drop the last part of the appellation. It will be known as the big town of Bridgman instead, for there are unmistakable evidences that the fine work of its fiercely-enthus-

astic boosters is going to effect the needed transformation. Speaking of boosters there's something to talk about in Bridgman. They call it the "Boosters Club" and it is well named. This club meets twice a month and enjoys the distinction of having had a ninety-seven per cent attendance at the meetings ever since it was organized. The club meets at the Hotel Esnor and discusses its problems while partaking of a fine luncheon. It reeks with good-nature, harmony and enthusiasm. In consequence, all that it does is one hundred per cent proficient. If money is needed it is forthcoming, no person in the entire membership being possessed of that parsimonious spirit which does so much to nullify the efforts of real boosters. Everybody is out to do his share and nobody expects to profit at the expense of his fellows. But everybody profits, willy-nilly, by reason of the co-ordinated efforts of the whole club and Bridgman thus continues to thrive and grow.

Largest Small Plant Nursery in the World.

One of the things which makes Bridgman stand out

from its fellows and which has done much toward placing it in the enviable position it now enjoys, is the fact that it is the home of the largest small plant nurseries in the world. It is also one of the best advertised places in the world for tons of publicity are constantly pouring forth from the nurseries and so great has become this volume that Bridgman enjoys the unique distinction of being, perhaps, the only place of its size in the country having a postoffice of the second class. More will be said about these nurseries in another place in this paper.

Bridgman looks like a phoenix risen from its ashes, every thing looks so new. As a matter of fact Bridgman—the new Bridgman—is a bit less than ten years old and dates its rejuvenation to the establishment of the Bridgman State Bank. This is a substantial and ornate building which stands on a corner closely adjacent to the Marquette Railroad. Following the bank came some new store buildings with handsome pressed brick fronts; an opera house, than which there is none better for its size; a new school house of which the citizens of Bridgman are inordinately proud; a newspaper which has the appearance of being issued in a city of ten thousand instead of in one of less than that many hundred; modern homes such as one finds in Oak Park or other of the more important suburbs of Chicago; several manufacturing institutions and others in prospect, and everything kept as neat as wax—a regular little spotless town which bears the impress of a fairy's wand in its creation and which appears to have been turned over to unselfish big brothers to develop and maintain.

Such, in short, is Bridgman. If you have never been there you have missed one of Michigan's best bets. Immediately adjacent thereto will be found excellent land which can be procured for a song considering what it will produce. For potential profit through resort development there is nothing to surpass it all along the eastern shore of the big lake. But best of all you will find in Bridgman the finest people you ever met but if you are the least inclined to be snobbish stay away for you will not feel at home in Bridgman. Only the plain, unpretentious yet aggressive folks are welcome there. But such a welcome! You must see for yourself, that's all.

"All we have to do is to boost the resort possibilities of Berrien county and the people who will come to us will do the rest."—Zeiger Brothers, Sawyer.

"Greater economy in the administration of our county and township affairs so that we will not be overburdened with taxation should be the next step."—C. A. Clark, Galien.

THE OLDEST NURSERY FIRM at BRIDGMAN

UNDER the original name and ownership, we are today offering the most complete line of general nursery stock and home beautifying ornamentals.

Our policy of fair treatment, and quality stock reasonably priced, has won for us a consistently steady growth of business. From a very modest beginning in 1911, when we started with a few varieties of berry plants, we have expanded until we now are furnishing thousands of customers located in nearly every state in the Union.

Our 1926 catalog is now ready. In it we offer a complete line of BERRY and GRAPE PLANTS, GARDEN ROOTS and FRUIT TREES for the commercial grower or home garden. Also a wide selection of ROSES, ORNAMENTAL SHRUBS and FLOWERING BULBS for beautifying the home surroundings.

We are very glad to mail it Free upon request.

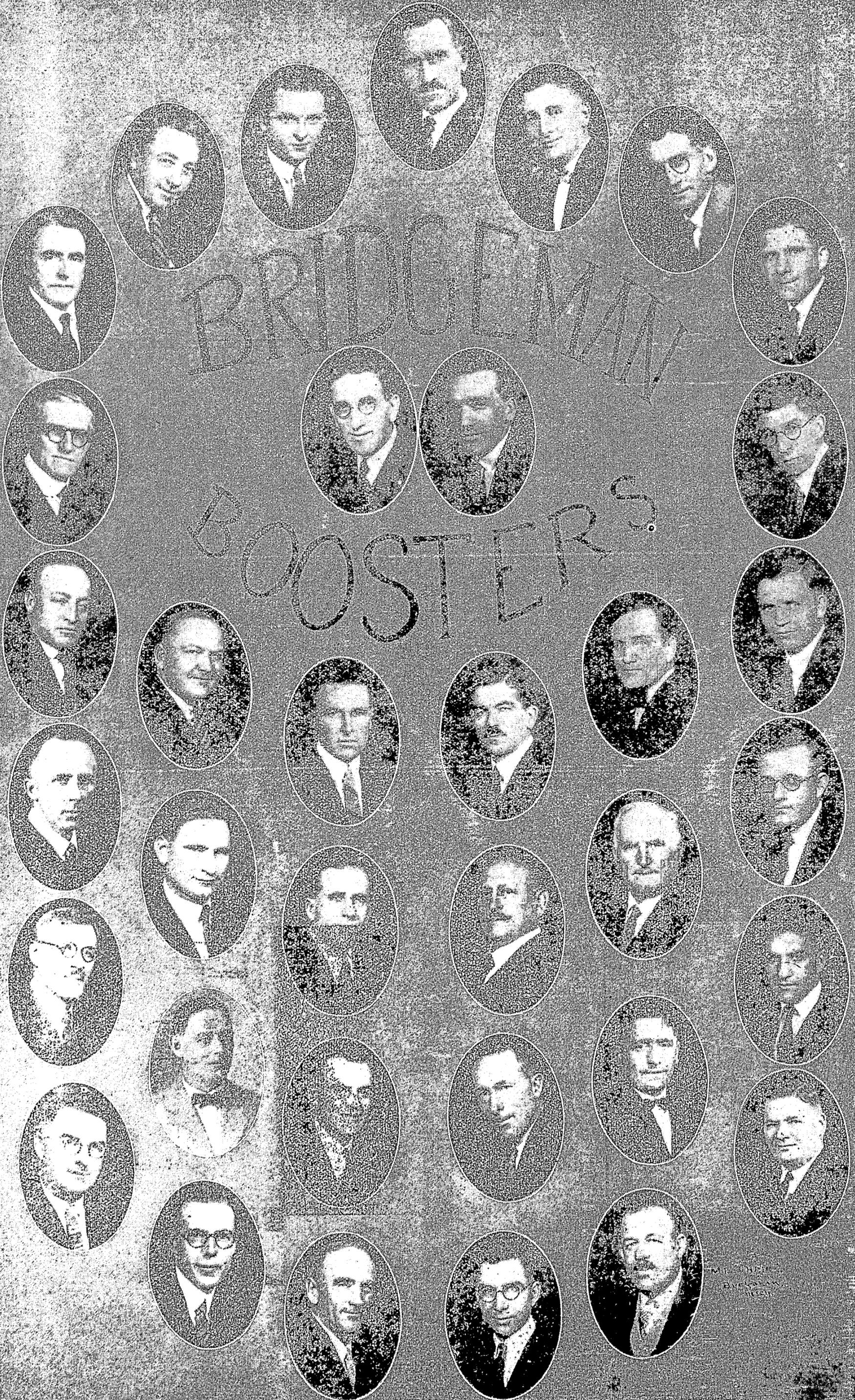
J. N. ROKELY & SON

P. O. Box 30

BRIDGMAN

MICHIGAN

BOASTERS



BRIDGMAN BAKERY MAKES GOOD BREAD

That's Why Hardly Any Other Bread
Is Eaten By the Bridgmanites
—Outside Bakers Don't Get
a Look In.

"Baker Boy Bread," is the staff of life upon which the Bridgmanites feed. It is manufactured in the cleanest and most sanitary bakery anybody ever saw—the Bridgman Bakery owned and conducted by M. F. Voelzke.

This bakery was built entirely new in all of its appointments in 1919 and has been passing out more and more of its choice bread ever since. The bakery has a capacity of 125,000 loaves of bread, which is enough for quite some picnic. In a pinch it can do more. But in addition to this choice bread, it turns out also a full line of what it calls "Baker Boy Bakery Products," which means cakes, pies, cookies of all sorts, and all the other articles in the line calculated to tickle the palate and make one call for more.

The business is operated by the proprietor, one journeyman baker and a clerk to look after the store. It has a branch at New Troy and another at Baroda which are served every day from the bakery direct.

When next you visit Bridgman you should call and see this model bakery. It is a sight you will appreciate and the proprietor, though a very busy man, will take time out to show you around.

Another Booster? Of course; nobody lives in Bridgman unless they are; living in Bridgman is not comfortable otherwise. And so the proprietor of the Bridgman Bakery is busy as a nailer baking bread and building into it the Bridgman spirit so that those who eat it may become a part and parcel of the community. Nobody in Bridgman asks his fellow: "Upon what strange meat doth this our Caesar feed?"

THE BRIDGMAN STATE BANK

There is nothing in the world which can compare with a sound, courteous and careful banking institution in the upbuilding of a city. Such an institution is the Bridgman State Bank which was organized in 1916 and from which date and which fact dates Bridgman's awakening and determination to make something of itself.

The bank was started by O. A. D. Baldwin and F. W. Gast with a capital of \$20,000. It grew apace and had the satisfaction of including in its list of depositors many from surrounding towns and of farmers away outside of Bridgman's regular trading radius. It now has a capital and surplus and undivided profits amounting to \$38,000.

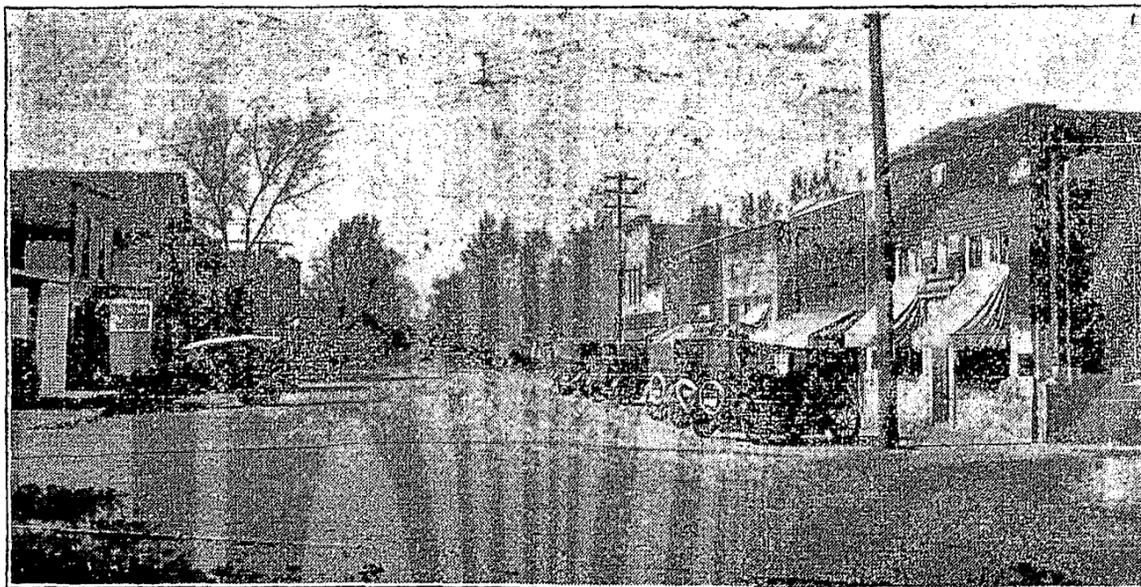
The bank outgrew its quarters and

in 1920 erected a modern building which is fitted up with every appliance known to banking and is a model in every respect, costing \$25,000. The directors are R. W. Ackerman, O. A. D. Baldwin, Theo. E. Berk, A. E. Chauncey, W. H. Gast, C. J. Peck, F. W. Gast.

The officers of the bank are: President, O. A. D. Baldwin; vice-president, William H. Gast; cashier, Fred W. Gast; assistant cashier, P. R. Berndt. At the present time the bank has deposits of \$700,000 and shows a marked increase at each succeeding report. Every officer of the bank is a member of the Bridgman Booster Club and are constantly working for the upbuilding of Bridgman and for the further development of the farms and farm homes of South Berrien County.

BRIDGMAN BOOSTERS.

Key to the picture on the preceding page, reading from left to right: W. F. Hall, F. W. Gast, W. C. Gast, W. H. Gast, Chas. N. Gast, W. O. D. Baldwin, E. C. Vigansky, Dr. Littlejohn, A. E. Chauncey, P. R. Berndt, Rev. Eley, P. Konrath, G. H. Knaak, T. H. Botham, H. Weber, G. A. Zick, Ed Macholtz, F. C. Reed, N. L. Gittersonke, J. F. Kobe, Karl Von Wolfskeel, C. Staehlin, O. D. Lavelly, J. Ivaska, R. W. Ackerman, R. W. Garrison, M. Phillips, M. F. Voelzke, Ward Young, H. A. Bandemer, R. C. Whitten, Charles Sowersby, G. W. R. Baldwin, A. Spitzer, B. W. Klackle.



MAIN STREET, BRIDGMAN.

4

Per Cent

PAID ON SAVINGS

4

Per Cent

*We consider the faith and good will
of our patrons our Principal Assets*

THE BRIDGMAN STATE BANK

Bridgman, Michigan

The Bank That Treats You Right

Total Resources over \$700,000.00

O. A. D. Baldwin..President

W. H. Gast..Vice-President

F. W. Gast.....Cashier

P. R. Berndt, Assist. Cashier

"THE COTTAGE" IS POPULAR PLACE

Bridgman Has An Eating House
Built On Classic Lines And Sup-
plying Every-thing To Sat-
isfy The Most Exacting

When you visit Bridgman you will have missed one of its chief attractions if you fail to drop in at "The Cottage."

This place is conducted by C. H. Alguire, who had been a purveyor of good things to eat in Bridgman for quite a long time before he conceived the idea of giving to the generous public a more attractive place in which to perform one of the most important functions of human existence. He selected a location directly adjoining the Chauncey & Baldwin store, right in the very heart of the business section of the village.

Upon that site was then erected a pretty building of satin-faced red brick in a style of architecture entirely different from the ordinary place of business but none the less attractive. Indeed, we believe, there is not such an attractive eating place the whole length of M-11.

As might be expected the resorters in the good old summertime make it a point to eat at "The Cottage," coming from miles distance to do so. The food is so good, however, and the service so exceptional, that the place has become the favorite eating place of the traveling men who are upon the roads at all seasons of the year.

Mr. Alguire has resided in Bridgman for about ten years. The new building was erected last year. Its interior fittings are in keeping with its attractive exterior and comprises a most excellent soda fountain equipment.

"Develop the resort business," says Mr. Alguire, "because we have the finest location along the whole lake front; just the right distance from Chicago and available from any point, with the most magnificent sand dunes in the whole dune country."

BRIDGMAN THEATRE THE BEAUTIFUL

Pretty Playhouse Presents The Very
Best There Is To Be Obtained
In Moving Pictures In Classic
Surroundings

Alive to the fact that any place must be supplied with proper recreational facilities in order to thrive, especially since the advent of the automobile, Messrs O. A. D. Baldwin and F. W. Gast realized, in 1922, that Bridgman should have a good theatre.

With these gentlemen to determine to do a thing was to do it. How well they have done it is made manifest by the splendid theatre which now caters to play-loving people of Bridgman, and which has been rightfully named "Bridgman Theatre Beautiful."

The house is all that its name implies. It has a seating capacity of 438 with everybody comfortably placed. Its two-manual pipe organ is the delight of its audiences, many coming from near-by towns and villages and some from much greater distances especially to hear this famous instrument.

It is the superior quality of the pictures shown, however, which constitutes its chief attraction. The owners determined when they embarked in the business that nothing but the very best pictures should ever be shown. No matter what the price might be, only the best would ever be chosen. How well this policy has been appreciated is proven by the fact that there has never been a performance without a capacity house, so that what was felt to be adequate proportions in a place of the size of Bridgman, have been unquestionable outgrown.

Needless to say that the theatre is a member of the Booster Club and contributes its share to all its activities.

SLOWAK'S STORE AT JERICHO

In the good old summertime when the automobiles careering along M-11 are thicker than fleas on a mongrel dog, everybody wonders as they pass the Frank Slovak store at Jericho what the crowds are doing there and, naturally they stop to look into the matter.

When they do stop they are surprised to find an establishment carrying all the necessary dry goods and notions and a line of choice groceries, all marked at reasonable prices and comprising the very best lines. To see the goods is to buy them and many a cottage is stocked for the summer from the Slovak collection. Besides, the fruit growers in that region—and their name is legion—have come to regard the Slovak store as their best trading place.

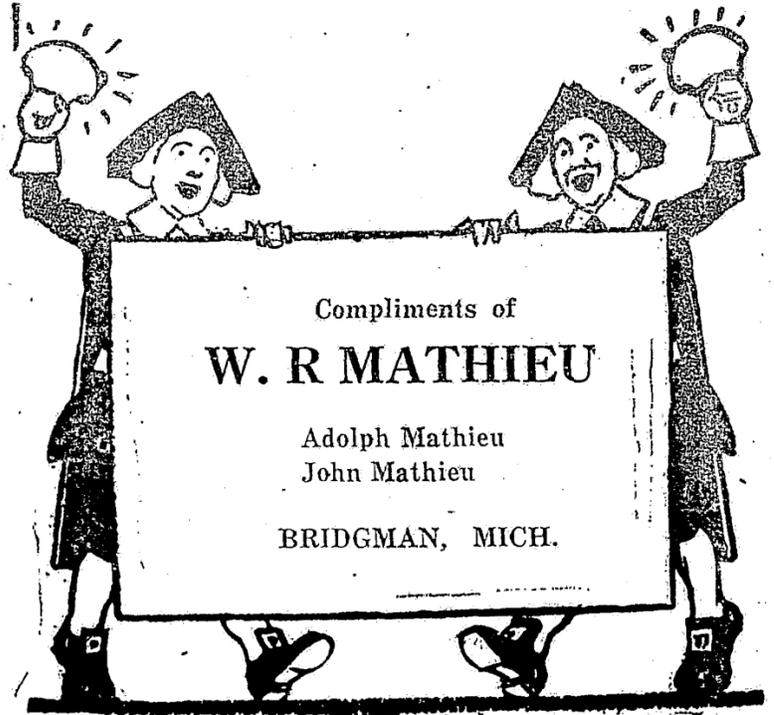
Frank Slovik

Treats You
Right

STORE AT
JERICHO

General Merchandise
Half Way Between

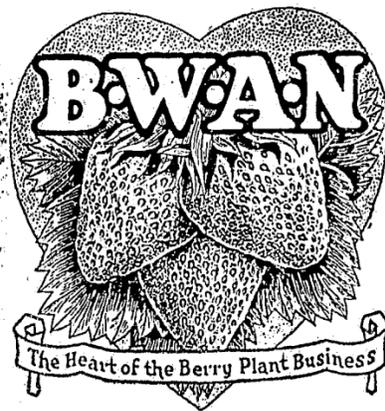
BRIDGMAN AND
STEVENSVILLE



Flowers and Fruits

add to the value of your home

Roses
Flowering Shrubs
Bulbs



Fruit Trees
Vines
Plants

Our Beautiful Book

Describes the largest and best selection of trees and plants in Southwestern Michigan.

Read about MASTODON—the wonderful new Strawberry. Full crop of fancy berries four months after planting.

Save Money---Buy Direct from the Growers

Special Bargains in Peach, Apple and Cherry Trees.

Hundreds of Berrien County people drive here and make their selections.

Write for our free Sales Book now.

BALDWIN - WHITTEN - ACKERMAN - NURSERIES

Box 400

Bridgman, Michigan

BRIDGMAN'S GREY IRON FOUNDRY

Mathieu & Son, Founders In Grey Iron And Semi-Steel, An Industry Of Merit Which Is Growing

One of the important industries of Bridgman is the grey iron and semi-steel foundry of Mathieu & Son.

The Bathieus moved to Bridgman from St. Joe in 1920, having spent the four years previous at the latter place. When they arrived in Bridgman they started up in a small way but very soon, on account of the excellence of their castings, orders began to come in from all directions and they were obliged to add new buildings right along. Today they have four fine buildings, affording them a floor space of 36,000 square feet.

At first other men were interested in the business but gradually their stock was acquired by the Mathieus and now it is strictly a family affair. The officers are: Adolph Mathieu, President and Superintendent; John Mathieu, Vice President; W. R. Mathieu, Secretary-Treasurer. Their business at the present time amounts to \$120,000.00 a year and is still growing.

In this day of iron and steel the foundry business stands at the top for without the foundryman none of them can exist. The demand for castings is constantly growing and there have been refinements of production which enable the foundry men to supply castings which require very little machining. The good casting is almost as smooth as though it had been machined, and very little additional work must be done upon it before it is ready to take its place in the manufactured article of which it forms a component part. That is the kind of casting the Mathieus turn out.

As might well be expected the Mathieus are earnest boosters for Bridgman and can be relied upon at all times to do whatever is necessary to advance its interests. They are members of the Booster Club and take a lively interest in all of its activities.

PEOPLES' GARAGE AT BRIDGMAN

Reck Brothers Conduct Two Places, One On M-11 And The Other Down Town And Give Satisfaction At Both

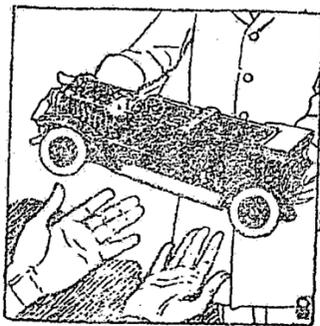
It was in June, 1921 that the Reck Brothers—G. H., and C. A.—came to Bridgman and established themselves in the garage business. That they have done well is attested by the fact that they now have two garages instead of one and are kept busy at both of them.

Besides general repair work they handle a full line of automobile accessories and find their trade in these lines increasing every day. Their beginning was modest, their

first capital being about \$3,000. They now have \$10,000 and do an annual business of over \$20,000. One of their garages is twenty-four by fifty feet in dimensions and the other is seventy-five feet square.

Since they have been in Bridgman they have learned to do as the Bridgmanites do, viz: whoop it up for Bridgman all the time, asleep or awake. But best of all, they see to it that the people who come to the town to avail themselves of their services are treated right so that they will return for more. This means a benefit to themselves and to Bridgman, as it will soon inculcate the habit of making it their permanent trading point and thus every citizen of Bridgman will be benefited.

The Reck Brothers are sterling young men who have determined to make their way in the world and everybody concedes that they are doing a splendid job of it.



WE'LL answer your call for Automobile repairs. You just place your car in our hands and we'll take care of the rest.

Experienced mechanics and adequate equipment enable us to render an unusual service.

Two Garages:
M-11 UP TOWN

ACCESSORIES

Peoples Garage

Rath Brothers
Bridgman, Mich.

BRIDGMAN CANNING COMPANY

Bridgman has an industry of which every citizen is justly proud—the Bridgman Canning Company. It is housed in a modern plant equipped with the very highest class of machinery for the purpose and sending out a product which finds ready sale in the markets of the middle west.

The business is owned and conducted by Messrs. T. F. Gore and George H. Vander as a partnership. O. A. D. Baldwin was in this business for some time but disposed of his interest in the business a short time ago. The company puts up about

seventy-five thousand cases every season comprising strawberries, raspberries, blackberries, dewberries, gooseberries, string beans, tomatoes and Keefer pears. The various labels which are used are made to exploit Bridgman as well as the contents of the can and in this way Bridgman receives a vast amount of advertising which does not cost it a cent.

The factory building is substantial and has a floor area of 100x125 feet. It is believed that this will have to be enlarged to take care of the increased acreage which is being devoted to small fruits.

THE BRIDGMAN THEATRE BEAUTIFUL

DISTINCTIVENESS QUALITY REFINEMENT

Management, Baldwin & Gast

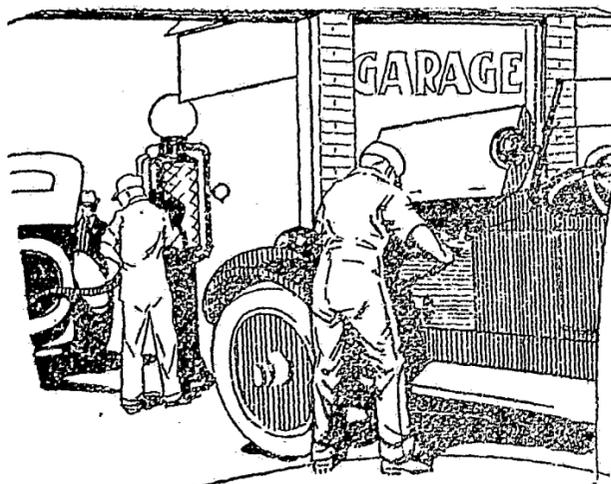
Bridgman, Mich.

THE FINEST IN MOTION PICTURES,

PROPERLY PRESENTED

PIPE ORGAN

ORCHESTRATION



NASH
CARS

SALES
SERVICE

GAS - OILS - TIRES - ACCESSORIES

General Garage Service

BANDEMOR GARAGE, BRIDGMAN, MICH.

Oral D. Lavelly

Roy W. Garrison

O. A. D. Baldwin

Bridgman Publishing Company

Publishers of
"The Bridgman Enterprise"

Distinctive
Commercial
Printing

Creators of
Advertising
Literature

Bridgman, Michigan

BRIDGMAN SUPPLY COMPANY

This business which occupies a commanding position on the main street of the village, was organized in 1923 by William H. Gast, Chas. H. Gast, Robert Liskey, Roy Liskey and Ed. Vigansky, to engage in the business of dealing in general hardware and builders' supplies, and has enjoyed a remarkable growth.

The outstanding reason for the success of this company is the fact that they have ever insisted in presenting none but the best of materials to their customers, and the further fact that they are enabled at all times to care for any kind of order, no matter how great or how small. To the latter they have made it a rule to give just as careful attention as to the order involving thousands of dollars. In that way they have won the confidence of the people of Bridgman and all the surrounding

country and, as a consequence their business is constantly extending farther afield.

The Bridgman Supply Company bought out the business in Bridgman in 1905. W. H. Gast had an interest in the business at that time and became a member of the new company when the same was organized.

It required only 1100 square feet of floor space in which to transact the business when the new company was organized but since then there has been such a remarkable growth that 4,440 square feet of floor space is now found necessary. Every member of the company is a Bridgman product and, naturally, they are for Bridgman first, last and all the time. They believe that Bridgman needs more factories and propose to do everything in their power to get them.

BRIDGMAN SUPPLY COMPANY ACTIVE

An Institution Serving Bridgman Honorably And Fairly With High-Class Building Materials Of All Kinds

Bridgman is to be congratulated upon having within its borders an organization such as the Bridgman Supply Company, dealers in all kinds and classes of building materials and hardware.

This company was organized and began business in Bridgman in 1904, since which time it has grown to amazing proportions. This has been brought about through fair dealing and paying strict attention to the welfare of its customers in every particular. No matter what may be required in the building material line, or in what quantity, this company can always supply it.

The members of the firm are; William H. Gast, Charles H. Gast, Robert Liskey, Roy Liskey and Ed. Vigansky, all of whom are thoroughly acquainted with every detail of the business and give it at all times their personal attention.

During the past few years when there has been such marvelous development in the summer resort business and the building of so many summer homes—some of them running into six figures—this firm has been called upon to supply the materials necessary for their construction and completion, and has been able to do so in competition with the largest firms in the state. It is expected that with the continuance of this demand the company's business will continue to increase by leaps and bounds.

The several members of the Bridgman Supply Company are all members of the Booster Club and, together with "Bun" Baldwin and the rest of the bunch, are doing their full share in the very determined effort to put Bridgman on the map and keep it there.

CHAUNCEY & BALDWIN'S BIG STORE

Bridgman's Leading Mercantile Institution Transacts Business Equal To Big City Store

Thirty years ago Albert Chauncey and O. A. E. Baldwin opened a general store at Bridgman. That was the time when there were still sawmills in the neighborhood and the demand for merchandise was brisk.

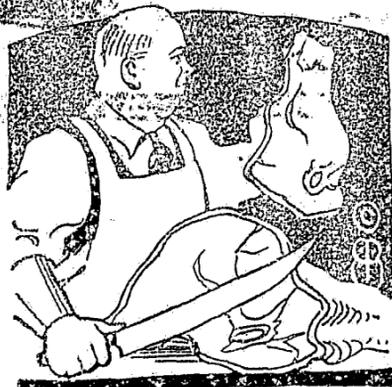
At the same time Mr. Baldwin had been conducting for some time a small fruits nursery, shipping plants all over the country. It was impossible for him, therefore, to give the store any of his personal attention. The beginning was a very modest one, the entire capital amounting to only about \$500. The space occupied was only 200 square feet.

Despite this modest beginning, however, the business grew apace until today a stock of upwards of \$40,000 is carried constantly and the space used comprises over 5,000 square feet. All these years the

store has been under the personal guidance of Mr. Chauncey who is generally regarded as one of the most efficient merchants in the state.

Almost every class of merchandise is carried in the Chauncey & Baldwin store and, besides, there is a feed department which also does an enormous business. It is, indeed, a huge department store and there is really no need for Bridgman people going out of town to trade since they can always find as wide a range of selection and just as reasonable prices as may be found in the larger city stores.

Upon the death of Mr. Baldwin, his place in the firm was taken by his son, Mr. O. A. D. Baldwin, known far and wide as the greatest builder in all Western Michigan. The two partners are well suited to each other and whenever one conceives an idea which is likely to redound to the benefit of Bridgman or is calculated to advance its interests, the other's heart and soul with him to promote its development. No town could have a more worthy pair.



A Good Steak

Sirloin, Porterhouse, Round or T-Bone—always satisfies a healthy appetite. And the more tasty and tender it is, the happier it makes those who share in it. That's reason enough why you should try our Specials.

MEATS
CANNED GOODS
GROCERIES

Spitzers Market

"The Store of Courtesy and Service."
BRIDGMAN.

BRIDGMAN GROCERY MARKET

In a modern up-to-date grocery and meat market in a first-class location on the main street the Bridgman Grocery and Meat Market is housed and enjoys a good trade because its owner, John Ivaska, has made it a rule to offer to his customers none but the very highest grade goods at moderate prices.

Mr. Ivaska came to Bridgman from Chicago only last August but in that short time he has become imbued with the Bridgman spirit which means that he is not only a booster for Bridgman but that he is willing to invest his own money for community betterment whenever the need presents itself.

The Bridgman Grocery and Meat Market was first established by Michael Cadra who was also a Chicago

product. He sold to Mr. Ivaska and then returned to Chicago, feeling lonesome in Bridgman so far away from his friends and persons of his own nationality. Mr. Ivaska prides himself, however, that he is an American citizen and as such finds it possible to live and transact business with American citizens no matter what may be their extraction.

The store comprises 1200 square feet and every inch of this space is kept filled with choice groceries and meats of the very best quality. Asked what he would suggest for making Bridgman a bigger and better place in which to live, Mr. Ivaska promptly replied more factories. It goes without saying therefore, that when Bridgman begins to bestir itself industrially it will have an earnest worker along this line in Mr. Ivaska.



"BAKER BOY" BREAD
"BAKER BOY" BAKERY PRODUCTS
BRIDGMAN HOME BAKERY

M. F. Voelzke.

Bridgman

Michigan

We Give
Quality - Service - Price

WE SELL

A complete, up-to-date line of

BUILDING MATERIAL

FRUIT PACKAGES

STEEL and CEDAR POSTS

FARM IMPLEMENTS

HARDWARE

PAINTS, Etc.

Orders promptly delivered anywhere. Try us.

We value your patronage and friendship.

"Dealers in Almost Everything."

Bridgman Supply Co.

Dealers in Almost Everything

Bridgman Leading Business House

In March 1902 A. E. Chauncey, together with O. A. E. Baldwin, father of the present pool hall of the village, entered into a partnership and established a general merchandise store in Bridgman.

From the very first it was successful though its beginning was quite modest. At first its capital amounted to \$1,100. Today it has a capital of \$50,000. In the beginning only 1,100 square feet of floor space was required; today it takes over 7,000 feet of floor space to accommodate the company's large and varied stock. In November of the first year of the store's existence Mr. Baldwin passed to his reward and was succeeded by his son, O. A. D. Baldwin, who continues in the business. From time to time enlargements and changes have been made until today the store is not only filling a long felt want but is reckoned as one of the outstanding mercantile successes of the east shore.

The store is under the personal

management of Mr. Chauncey who, like his partner, is heart and soul for Bridgman. The people of the surrounding country appreciate this and testify by ever increasing patronage their esteem and confidence in the men who are doing so much for them.

As might have been expected Mr. Chauncey has very pronounced views as to what is required to cause Bridgman to continue on its forward march to prosperity. He suggests that there should be co-operation of all lines of business with an unselfish ideal for the public good. He would have every man in Bridgman a member of the Booster Club so that all might profit by the interchange of ideas and the responsibility such membership entails. His motto is one for all and all for one—and that one first, last and all the time Bridgman.

In the face of such thinking could it be otherwise than glorious sunshine all the time at Bridgman?

BANDEMAR GARAGE AT BRIDGMAN

Handles The Celebrated Nash Cars
And Does All Kinds Of Repair
Work In First Class
Manner

The Bandemar garage at Bridgman is celebrated all up and down M-11 for the excellence of the work it turns out and the service it renders to its patrons.

The business is conducted by Herman Banderman, who came to Bridgman from Harbor Beach four years ago and opened his garage in 1923. When he opened his garage he took on the agency for the Nash cars and has succeeded in placing many of them in his territory. In con-

nection therewith he also laid in a stock of tires and accessories and a supply of Nash parts and is thus able to care for his customers to their very last need.

Mr. Bandemar has lived in Bridgman long enough to become fully imbued with the Bridgman spirit. He is a member of the Booster Club and that means he is on his toes every minute for Bridgman. They all are; it is the fashion in Bridgman.

The Bandemar garage is a well built structure with forty-five feet frontage on the main thoroughfare, extending back a distance of one hundred feet. It is equipped with all kinds of machinery and tools for the expeditious handling of all kinds of repair work and none but the best of mechanics are employed. The garage may be called upon at any time of the day or night for service and the response is quick and effective.

J. N. Rokeley & Son Nurseries

The firm of J. N. Rokeley & Son, whose plant is just outside Bridgman, deals in all kinds of general nursery stock, including ornamental trees and shrubbery, has been in business since 1910 and every year since its inception has shown a steady growth. It was organized by J. N. Rokeley, who was fully conversant with the business in its every detail. Later the son, A. J. Rokeley, entered the firm. At first only eighteen acres were used but as the business increased acreage was taken from neighboring farmers, some fifteen or twenty of them now being engaged in growing plants for the Rokeleys. The first year 400,000 plants were grown and shipped. In 1924 the volume had grown to the extent that over

two million plants were shipped.

The reason for this amazing growth is found in the fact that the Rokeleys have made it a cardinal feature of their business to send out stock absolutely true to name and in such a condition that the chances for it failing to grow are reduced to a minimum. It has come to be an axiom in the trade that once a customer of the Rokeleys always a customer. This has not been brought about without effort but this sort of effort will continue as long as the Rokeleys continue to run their business.

Both father and son have unlimited faith in Bridgman and can be relied upon at all times to do their share for its advancement.

-:- Esnor Hotel -:-

ST. JOSEPH, MICH.

(Established 30 Years)

\$1.50 and Up—30 Rooms.

ESNOR HOTEL

BRIDGMAN, MICH.

(Established 4 Years)

\$1.50 and Up—16 Rooms.

Both Modern.

Finely Appointed.

Tea Room in Connection.

EMMA E. RONSE, Proprietor.

CHAUNCEY & BALDWIN

Department Store

A GOOD STORE—LOCATED IN A GOOD
TOWN—IN A GOOD COUNTY—
IN A GOOD STATE.

CATERING to good people. We carry nothing but dependable merchandise and sell at a fair profit, which is necessary in order to pay our creditors and the expense of conducting the business.

Every article we sell is fully guaranteed and subject to return if it does not prove to be as represented.

Our Slogan:

"If it is not right we
make it right"

Bridgman Grocery and Market

We Are Stocked Up

With Table needs of only the choicest quality. Fresh Fruits and Vegetables in season and Canned, Bottle or Package Goods of all the popular brands. An ever-complete tempting array of Choice Groceries and Quality Meats here at all times.

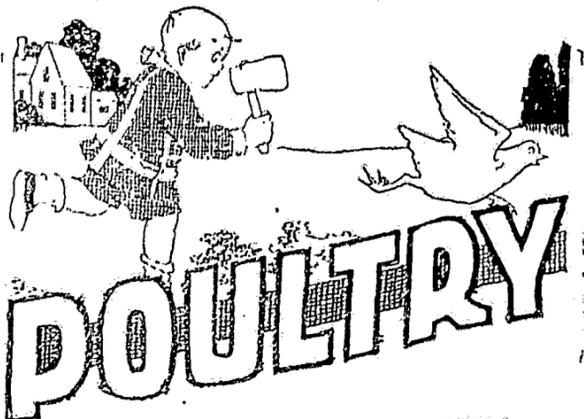
JOHN IVASKA, Prop.

Bridgman, Mich.

Phones:

Baroda 7F31.

New Troy 34F11.



BWAN Means Much to Bridgman

The word quoted in the heading of this article was coined and has been adopted as a trade name by the Baldwin-Whitten-Ackerman Nurseries, the most important industry in Bridgman, which sells at wholesale and retail a full and complete line of nursery stock, specializing in the propagating of the very highest class small fruit plants.

For many years there have been a number of companies in the Bridgman neighborhood which specialized in the growing of small fruit plants. They have all been remarkably successful because of the fact that conditions have been ideal for the purpose. Gradually, however, the pioneers in the business have passed on and their holdings have fallen into the hands of their heirs who followed along the pathway blazed for them by their predecessors.

Modern business practice has suggested to them the need for concentration and the curtailment of overhead and, being friends notwithstanding they were competitors, it was not difficult for them to agree. Accordingly, in June, 1923, the several houses were joined and adopted for their trade name the word given above.

The officers of "BWAN" are: President, O. A. D. Baldwin; vice-president, R. W. Ackerman; secretary, R. C. Whitten; treasurer, G. W. R. Baldwin. These were the original organizers and officers and still continue in their several capacities. When at first organized the company

handled only small fruit plants as the fathers had before them, but later fruit trees and ornamental shrubs were added to the line. At first the floor space used comprised only 6000 square feet. This has since been increased to 14,640 square feet. In 1924, 100 acres more land was acquired and a modern office building and packing plant was erected. The capital of the company is \$150,000.

The present company was formed by the consolidation of the firms of O. A. D. Baldwin, C. E. Whitten & Son, and the A. R. Weston Co., all of Bridgman. These three firms made up the oldest small fruit nurseries in this county, having all been in business individually for more than thirty years. Each annually shipped its products to all parts of the United States and Canada. The present company is now, undoubtedly, the largest small fruit nursery in the country, selling many millions of plants annually.

Invited to suggest what should be done to make Bridgman a bigger and better place in which to live, came the answer like a flash from this enterprising company, viz: "Community boosting such as your paper and the Chamber of Commerce are doing." Keep right on with the Booster Club of Bridgman and everybody boost for a bigger and better town the same as we have been doing during the past six years. Yes; we are all members of the Booster Club and take delight in making our membership worth while to ourselves and to Bridgman.

Bridgman Real Estate Co.

A. E. Chauncey and C. A. D. Baldwin

Farm and Town Property for Sale

ACRE LOTS—On West Michigan Pike, one mile from Bridgman.

LOTS IN MAPLEWOOD—South Side and Ackerman Additions to Bridgman, all nicely located; electric light, sewer and water connections. Two blocks from Postoffice and stores. Sold on the easy payment plan—\$25 down and \$10 per month.

ALSO LOTS IN SULPHUR SPRINGS PARK—(The Advertisers' Colony). This is a beautiful plot of hills and valleys located near the shore of Lake Michigan, covered with a natural growth of trees, shrubs and vines. An ideal place for a summer home for those who enjoy nature and congenial neighbors.

The sale of every lot carries with it a membership in the Advertisers' Golf Club, located near the colony. The lots are sold on the payment plan—\$100 down and balance at \$10 per month.

Officers of the Golf Club

President . . . Frank B. White, 76 W. Monroe St., Chicago
 Vice-President . . . O. A. D. Baldwin, Bridgman, Mich.
 Secretary . . . Ben C. Pittsford, Bridgman, Mich.
 Chicago address: 431 S. Dearborn St.
 Treasurer . . . A. E. Chauncey, Bridgman, Mich.

Directors

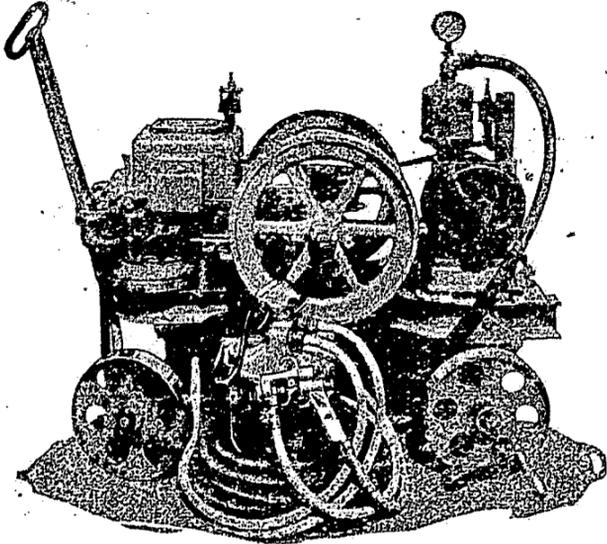
O. A. D. Baldwin	Ben C. Pittsford
A. E. Chauncey	Dr. R. P. Shepherd
A. R. Knight	Frank B. White
C. J. Peck	

Superintendent—Geo. B. Ferry.

W. T. Hall

EMBALMER - FUNERAL DIRECTOR
 AMBULANCE SERVICE

BARODA NEW TROY
 Phone 7F-15 Phone 34-F3



For BEST Results

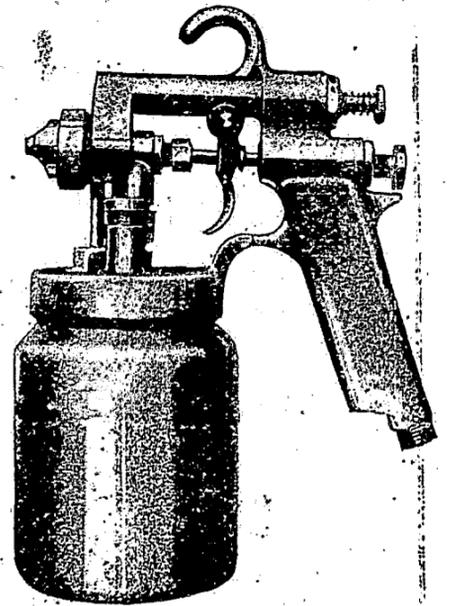
with

LEAD and OIL PAINTS,
 ENAMELS, LACQUERS, or any
 Paint that flows

USE THE

"MASTER PAINTER"

Made in Bridgman.



---just a few reasons why **MASTER PAINTERS** are the best.

- 1.—Operates under lower pressure than any other machine on the market.
- 2.—Has less working parts—costs less and is cheaper to maintain.
- 3.—One gun will easily replace 5 or 6 hand brush men.
- 4.—Produces less mist or fumes than any other machine, thus retaining the more volatile contents of the paint and putting them on the surface with the paint.

- 5.—This reduction in fogging is also more sanitary and is greatly appreciated by anyone who has ever used an air brush.

- 6.—Nozzles do not clog as the openings in the gun are from 3 to 5 times larger than those in the average gun.

Operated with gasoline engine or electric motor.

Write for prices.

Made By

Tirrell Manufacturing Company

WILLIAM H. GAST, Mgr.

Bridgman, Michigan

There Are More Nurseries In Berrien County

It is a fact, though not generally known, that Berrien county is the home of more nurseries than any other county in Michigan. And this means a great deal to the county so distinguished, for the advertising of these concerns goes into every state in the union and much of it to foreign countries, to be followed later by the products of Berrien county soil.

Some idea of the immensity of this business can be gained from the information gathered by one of the Municipal Publicity Service men while on tour. The story relates to the Baldwin-Whitten-Ackerman Company whose plant is located at Bridgman. This company was started in 1888 by O. A. E. Baldwin, father of the present head of the firm. It confined its attention at that time to the propagation of small fruit plants alone and some wonderful varieties were developed. The business has grown to such an extent, however, that at the present time more small fruit plants are shipped out of Bridgman every year than from any other town in the United States. For instance over two million grape cuttings and over twenty million strawberry plants were shipped last year. This will be topped this year according to present indications.

The company has its own farms but these, although very large, cannot produce the cuttings and the plants to fill the orders. Other lands are rented

and many farmers for miles around find it profitable to grow plants for the company. This is all done under the personal superintendence of Mr. Baldwin who, like his father before him is, perhaps, one of the best informed men in his line in the whole country.

In one of the enormous fields we found Everbearing strawberries from which were being picked in September upwards of 150 crates of luscious berries per week. Then there were rows upon rows of "Bun's" Special, a mid-season berry, for which there is a great sale; Charles I is an early berry which is very popular; No-name is a strawberry of which the company is

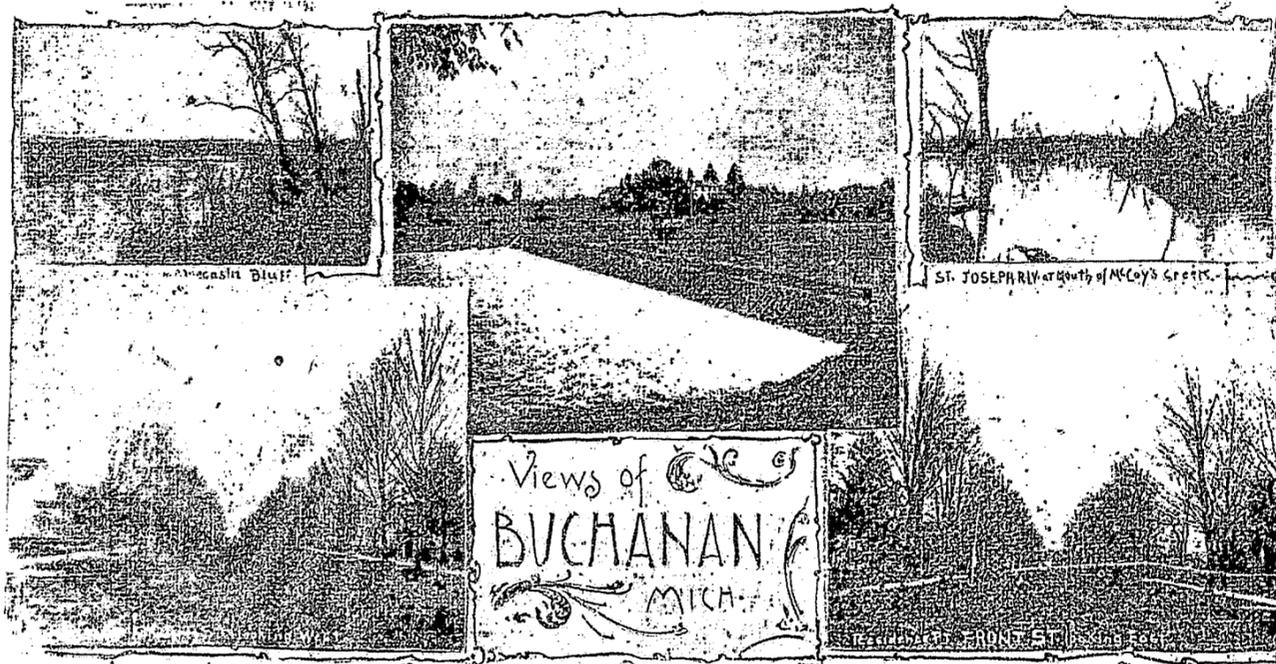
very proud. It has no name at present and must be content to endure that sobriquet until some smart person suggests a suitable name for which the company offers a prize of \$250. "Victory" is the name of a red raspberry which is also very popular and for which the company has a tremendous sale. These are the conditions at just one of the many nurseries but it is indicative of the enormous business which is being done.

**Farm Bureau
Fosters Co-operative Markets**

One of the great outstanding services of Michigan farming by the Michigan State Farm Bureau was its aid in organizing the co-operative Michigan

Elevator Exchange in 1920. For two years the baby exchange was operated as a department of the State Farm Bureau. Today, with 107 member farmers' elevators, the Exchange is standing on its own and often markets \$1,000,000 worth of grain and beans a month for its 25,000 members. Its business for the year ending July 21, 1925 was \$8,000,000.

The Elevator Exchange, with its central sales office in Lansing, in immediate touch with all markets, gives its members the great advantage of prompt information and its knowledge of market conditions. This has been worth many thousands of dollars to the participating co-operative farm communities. The Michigan Elevator Exchange is by far the largest handler of beans in Michigan today.



MUSHROOMS

**LARGEST GROWERS OF MUSHROOMS
IN THE STATE**

Growing Beds Area Over 15 Acres

We grow tons of this delicacy and ship all over the world in cans---fresh Mushrooms shipped daily by Parcel Post or Express. At uniform price of 75c per pound.

All orders filled promptly and in the order in which they are received, either by letter, telegraph or telephone.

TELEPHONE 601

MICHIGAN MUSHROOM COMPANY NILES MICHIGAN

SAWYER

A Rapidly Developing Summer Resort On Michigan's Famous M-11

The people who dwell in this bustling little town almost within the shadow of the great dunes which keep watch along the shores of Lake Michigan, are proud of the fact that Chicago people are flocking to them in droves to establish summer homes in that neighborhood. For years they have been trying to make people see that they are situated just the right distance from the big city, that their brand of ozone is just a little superior to any other, that their people are possessed of charm exceptional and that to own Sawyer property is to own a part of the footstool that somebody else is bound to want.

Sawyer itself is just a streak along the well-traveled highway but back toward the lake, concealed from the road and relieved of the honk-honk of the joyrider, there will be found some of the prettiest places you ever saw. Here may be found homes of Chicago folks which have cost prince's ransoms to construct. Here will be found Tower Hill, a Congregational camp open from June until Labor Day every year with two young peoples' conferences which accommodate four hundred at a time at classes. This is presided over by Dr. Gammon. It comprises fifteen acres

and houses the young people in dormitories and in tents. Here also will be found Bethany Beach, a Swedish Baptist Resort, which has a tabernacle to accommodate 600 people, a wonderful bathing beach, a hotel of sixty rooms and 100 cottages. There are forty acres in this tract. There is also a community bathing beach and everybody is welcome to use it. Lots on M-11 one mile from the beach can be obtained for \$35.00 per front foot, which is cheap.

There are three churches in Sawyer—St. Agnes' Catholic church is presided over by Father Hammer who lives in Three Oaks. Services are held once a month. The church, which is a beautiful structure of pressed brick, costing upwards of \$20,000, was built last summer and is not yet entirely finished. It has a membership of about fifty persons. Rev. Schoenow is the pastor of the German Evangelical Lutheran church and lives in Sawyer. There are about 200 members and the parochial school which is run in connection with the church, has an attendance of 65 and one teacher in addition to the pastor. The Congregational church has no regular pastor at this time but is supplied from other places. The

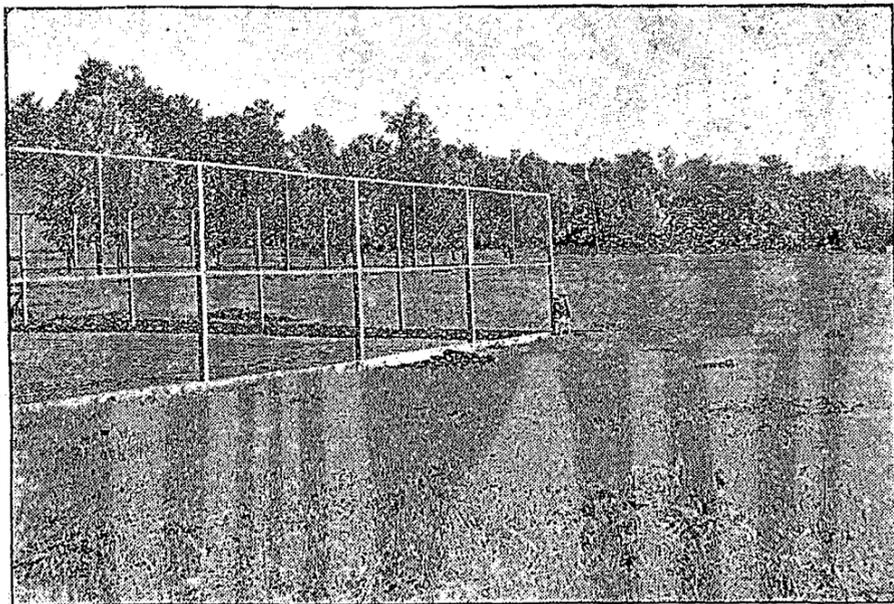
membership of this church is about 45.

The public school has an attendance of 65 pupils and is purely a grade school. The principal is Mrs. Etta A. Taylor who is serving her second term. The other teacher is Miss Kling.

There are several good stores in Sawyer, two very good garages and it is hoped during the

coming summer to have a first-class picture theatre. Sawyer does not expect to develop largely either commercially or industrially. It does expect however, that its summer resort business will be one of the largest on the great lakes in time and there is every reason to believe that the Sawyer folk are not so very far astray in their reckoning.

DO YOU LOVE TENNIS?



The Splendid Tennis Court at the Buchanan Country Club a Short Distance East of Town.

ZEIGER LUMBER AND COAL CO.

W. J. ZEIGER

Sawyer, Michigan

ROY R. ZEIGER

BUILDING MATERIALS OF ALL KINDS

INCLUDING HARDWARE

Chicago people building homes in the territory will find it greatly to their advantage to figure with us.

We keep four big trucks busy delivering materials all over this territory and guarantee satisfaction on every bill.

COAL By the ton or train load.

Write us for Prices and Estimates.

"Everything from the ground to the roof"

Zeiger Lumber and Coal Co.

SAWYER

MICH.

Farmers on National Board

One of the key planks of the American Farm Bureau Federation program has been that American farmers should have representation on our important government boards, just as we have a representative in the President's Cabinet.

Both Pres. Harding and Pres. Coolidge looked with favor on the idea, and the following appointments have been made during the past two years:

C. W. Hunt, former president of the Iowa Farm Bureau, to the Federal Trade Commission, which has the power to investigate and stop unfair trade practices. Recently it banished the Pittsburgh Plus system of making steel prices, a system that added imaginary freight from Pittsburgh to every pound of steel, no matter where made. Farmer buyers of steel goods paid that extra freight, but don't any more.

E. H. Cunningham, another

Iowa Farm Bureau leader, was asked to become a member of the Federal Reserve Bank Board at Washington. Farmers are affected by the banking recommendations of this board, and it is a good thing to have the farm situation kept before the national board.

W. S. Hill, of South Dakota, is the farmer representative on the U. S. Shipping Board. This past season he performed a great service by having U. S. Shipping board vessels on the job to carry export grain overseas that kept our ports clear and ready to keep taking grain for export at a time when foreign demand was heavy. At that same time foreign owned ships were rather scarce because of business at home. Without ships our export facilities would soon have become clogged and grain would have had to go into storage for a time. Prices would probably have felt the sag.

Good Roads Pay Their Own Way

The improvement of the important roads of the country pays for itself in a remarkably short time, according to the Bureau of Public Roads of the U. S. Department of Agriculture. Data collected in a survey of highway transportation in Maine indicate that on the basis of present traffic the 300 miles of most heavily traveled road in the state could be improved from an earth-road condition to a high type pavement at a cost with interest at 4 per cent, which could be paid by a

saving in the operating costs of passenger cars only, in slightly more than four years.

The actual saving would be even greater than this. Records show that traffic on the Maine highway doubled in the period from 1916 to 1919, that it doubled again from 1919 to 1923, and a careful analysis indicates that it will double again in the period from 1924 to 1930. As the traffic increases naturally the savings in motor-vehicle operation will increase.

Rapid increase in highway traffic and large possible savings in motor-vehicle operation due to the improvement of important roads is a condition common to every state. Thomas H. MacDonald, Chief of the Bureau of Public Roads, says: "We pay for improved roads whether we have them or not, and we pay less if we have them than if we do without."

Chicago Gets Berrien Fruit

In another article in this paper the story is told of the establishment in Chicago of the Grower-Consumer plan of handling fruit and other products. This business is carried on at the Municipal Pier and is under the supervision of city and federal authorities.

It has been in effect for some time but it was not put into effect without strenuous opposition on the part of the commission men who saw in its incep-

tion the departure of the juiciest plum they possessed. It was not strange that they should be opposed to the movement, but it is almost unbelievable that



J. G. BOYLE
Buchanan

they should carry their hatred of the men who devised the scheme to the point where bombs were used in an effort to cause them to quit the new plan. Yet, according to announcements made at that time, bombs were used.

For years the fruit growers of Michigan had been working for the pleasure of working and not for any profit there might be in the business. Under the circumstances, it is a wonder they persisted. But there were those among them who would not take it for granted that improvement of conditions was possible. They believed that the grower could be emancipated from the thralldom of the commission man if only some way could be found in Chicago to place the matter directly before the people.

As part of the after-the-war readjustment Chicago found itself obliged to protect its people against the profiteering of those days and appointed a committee for the purpose of regulating the price and the conservation of food stuffs. One of the first things which came to the atten-

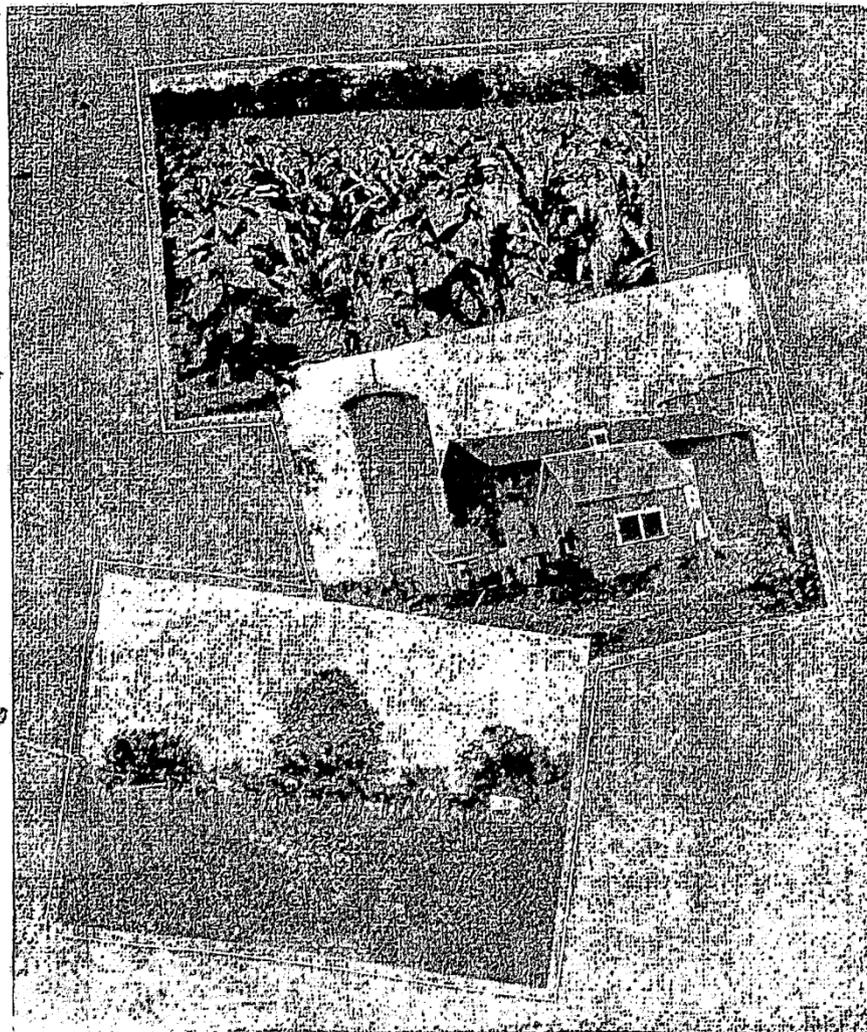
tion of this commission was the conditions which prevailed with reference to fruit. Here was Michigan only a few miles away producing enough fruit for the nation—the best fruit on earth and still the people of Chicago could have none of it, because of its extremely high price. The grower, it was found, was producing this same fruit at a loss and many of them were forced to abandon the business altogether. They were shipping their fruit to South Water street commission houses and were getting such meager returns that they lost money by picking it. Tons upon tons of it therefore, were left on the trees to rot while in Chicago fruit hungry people were dying for the need of it.

It was then that L. C. Boyd of Three Oaks and J. G. Boyle of Buchanan and others interested in Farm Bureau work, thought out the scheme to install the Grower-Consumer plan which has relieved the whole situation.

So bitterly were they opposed, however, that there were times when it was thought they would be obliged to surrender. But they were made of sterner stuff. People of Chicago flocked to the Municipal Pier to buy the luscious fruit and at the close of the very first-day's business it was seen that the problem had been solved.

Berrien county is proud to know that it has been able to solve this problem to the advantage of every fruit grower of Michigan, for fruit from other counties is handled and now the fruit grower of Michigan is able to make a reasonable profit and have something for the time and effort which he puts into this important branch of the food industry.

Berrien county is proud of the men who brought this condition about and is also proud of the fact that these same men are available at many other points and places. Their talents will be further utilized and a grateful people will see to it they are properly rewarded.



Ideal Farm Homes In Berrien County.

Wool Pool Proves Success

Back in the fall of 1919 a great disaster overtook the wool industry when both the American and British governments released their enormous stocks of wool supplies. Purchasing for military purposes had helped put the price way up; closing out of military surpluses took the starch completely out of the market.

It was at this time the Michigan State Farm Bureau was engaged in building a wool pool to enable farmers to effect needed reforms in the industry. Farmers wanted to sell on grade instead of taking the standard wool buying price. They wanted some incentive to produce better wool.

After several years of hard work, in 1924 the Michigan and Ohio wool pools combined forces, selling out of Columbus. The hard work had developed the science of pooling wool and

selling it, so that the season of 1924 made the Michigan poolers an average of 4 to 6 cents a pound more on all grades, including rejections, than local offers at pooling time. Many poolers with moderate sized clips reported from \$25 to \$80 more through the pool. Frank Knich, Farm Bureau member of Grindstone City in Huron County, with 6,000 lbs. of wool, reported his pool profit at \$780. The 1925 Michigan-Ohio Farm Bureau wool pool is still under way, with a considerable increase in wool over 1924, when 3,500,000 lbs. of wool were pooled in the two states.

It is gratifying to note that the farmers of Berrien County are beginning to realize the value of a flock of sheep on the farm. Already some fine flocks are being developed and it will not be long until our hillsides are dotted with the sturdy little wealth producers.

ZEIGER LUMBER AND COAL COMPANY

Located At Sawyer On M-11 And Recognized As One Of Leading Houses Of This Kind In Western Michigan

It was in 1908 that W. J. Zeiger embarked in the lumber and coal business at Sawyer. The beginning was a modest one, the building in which this now gigantic business had its inception, comprising only 600 square feet. From the very beginning the business grew, however, and expansion soon became necessary. Today the main building has 5,000 feet of floor space and another 25,000 square feet is devoted to the storage of lumber in up-to-date sheds.

In 1920 Roy R. Zeiger, a brother of W. J., purchased an interest in the business and the two have already achieved the distinction of being wide awake and of having secured the biggest business in this line in this lake shore territory.

In addition to the vast amount of lumber which this firm handles they

are also heavy dealers in coal, being able to supply it by the ton or the trainload if desired. Four great delivery trucks are kept constantly on the road and the firm prides itself upon its prompt service.

Of late years there has been a marked advent of Chicago people in the Sawyer neighborhood and some beautiful summer homes have been constructed, mostly by Chicago contractors. These contractors make no bones of saying that they can buy the materials for these summer mansions from the Zeiger Brothers much cheaper than they can in Chicago and that, best of all, they can always rely upon prompt delivery right on the job.

The stock of the Zeigers comprises not only the lumber to build a house but all kinds of doors, windows, paneling—all kinds of finish, in fact—including hardware. They are both on the job every minute and thus keep in close touch with their trade. They are both still comparatively young men. They do not solicit outside business but get lots of it anyway. They were raised on a farm three miles south of Sawyer and say what Sawyer needs now is a system of water-works and better co-operation of her business men.

Farm Bureau Wonderful Help to Farmers

Farmers of Michigan are to be congratulated upon the remarkable development of the Farm Bureau and the splendid element of service it renders them throughout a field of activities almost limitless in its scope.

Through misunderstanding and a paucity of experience, a bitter feeling arose toward the Farm Bureau, but happily, this has been wiped out and farmers all over the state are now rushing into the organization, confident that it offers them a service they could not possibly enjoy without its ministrations.

The campaign for new members which was conducted simultaneously in eleven Michigan counties last summer, was an unqualified success in that thousands of new names were put upon the membership rolls.

Some idea of what the Farm Bureau is doing for the Michigan farmer will be gained from perusal of the following interesting paragraphs:

Two New Features

Two new features about Farm Bureau membership are commending themselves to every farmer.

FIRST—The Farm Bureau membership is being placed on a permanent and continuing basis. When we join the Farm Bureau now, we join to stay joined—from year to year—just as we unite with the church or become a member of a lodge; just as craftsmen and business

men join their organizations. The Farm Bureau continuous membership plan carries a withdrawal privilege in any year.

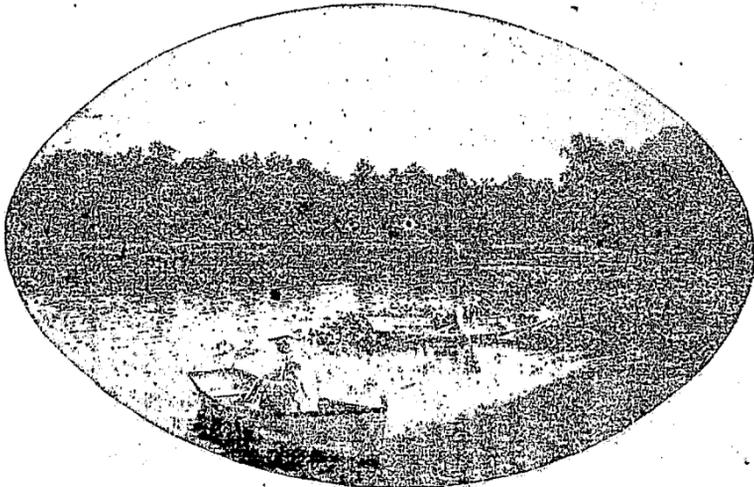
SECOND—The members are building their organization on the sound foundation of volunteer effort—putting themselves into their organization along with their membership.

Farm Bureau Record

During the past six years the Michigan Farm Bureau movement has builded well, in spite of some discouraging times. In the Farm Bureau Seed Service, it has created a "known origin," pure, Michigan adapted seed service that not only is giving great service in Michigan, but has been the model for similar Farm Bureau Seed Services in a dozen other states.

The Farm Bureau Supply Service gave farmers Michigan Milkmaker, the first dairy feed that ever told pound for pound on the tag what is in the feed. This reform in feeds is now being adopted by other companies. At first certain sections of the feed trade declared it could not be done, just as certain sections of the seed trade declared they couldn't guarantee the northern origin of their clover and alfalfa seed because it would increase the cost of the seed 25 per cent. The Farm Bureau Seed Service has always done it and their seed has cost but little if any above the market price of good seed anywhere.

(Continued on following page.)



CLEAR LAKE, A SHORT DISTANCE NORTHWEST OF BUCHANAN.

Knight's "PUREBRED" Strawberry Plants

Are the Natural Result of Our 40 Years' Successful Growing and Square Dealing

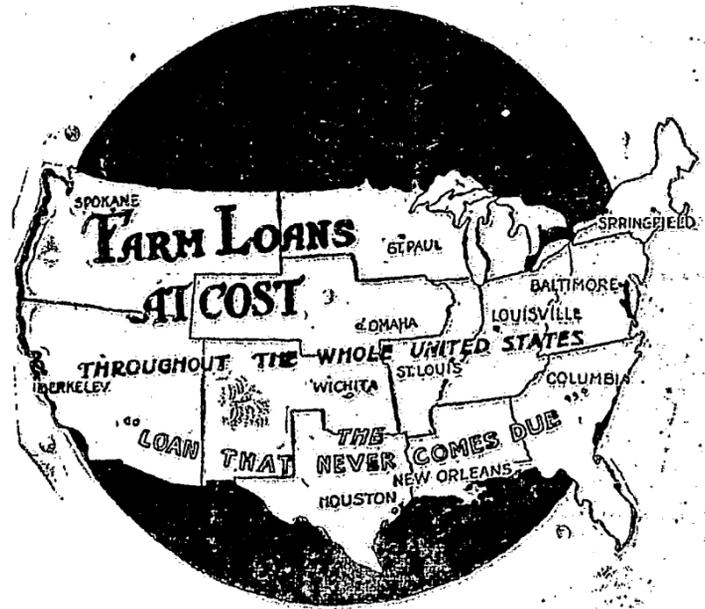
OUR Guarantee is YOUR Protection

DAVID KNIGHT & SON

Sawyer, Mich.

U. S. A.

5% 5%



Loans Money on Berrien County Farms, Subject to the provisions of the Federal Farm Loan Act for the Federal Land Bank of St. Paul.

Berrien County National Farm Loan Ass'n
ST. JOSEPH, MICH.

**FARM BUREAU WONDERFUL
HELP TO FARMERS
(Continuation.)**

They Are Self-Supporting

The State Farm Bureau founded for its members a Poultry Exchange at Detroit and a Farm Bureau wool pool, which has worked its way into marked success, particularly the 1924 pool. The Bureau also maintains a clothing, blanket and underwear service at Lansing headquarters under the name of the Farm Bureau Fabrics department. All these commercial services are self-supporting. They are operated on a cost of service basis and cannot be expected to pay the expenses of unrelated departments.

Other Important Services

Other Farm Bureau service departments are its transportation or Traffic dept., Legislative, Publicity and Organization depts. These departments are not self supporting and must depend on membership dues. They render some of the most important Farm Bureau services.

With the transportation or Traffic department, we associate the recent Michigan Zone Freight rate reduction, a four years fight in which the Farm Bureau took the leading part for agriculture. Sept. 10, 1925, we are to have a reduction in zone rates which will amount to around \$500,000 saving for Michigan farmers annually, on the products they ship out of the state and the supplies they buy from outside the state.

The Gasoline Tax

With the Legislative department we associate the two-cent gasoline tax for highway financing purposes, another four year struggle in which the Farm Bureau took a leading part. Today, through the gas tax, those who use the roads are paying for them in accordance with their use of the same. The Farm Bureau insisted that it is not right to shoulder the road burden onto farm and town real estate, thereby pen-



M. L. NOON, Jackson, Mich.
Pres. Michigan State Farm Bureau.



CLARK L. BRODY, Lansing, Mich.,
Sec.-Treas.-Manager Michigan State
Farm Bureau.



N. P. HULL, Lansing, Mich.,
President Michigan Milk Producers'
Association.

alizing all property owners and allowing thousands of car owners to escape. With enactment of the gasoline tax came a license fee reduction on smaller cars and an increase for the big cars and trucks.

The Legislative department has also assisted in raising city valuations to their proper levels or lowering rural valuations, and sometimes both, as in Kalamazoo, Monroe, Calhoun, Washtenaw, and Ingham counties last year. This work is saving the farmers in those counties a total of \$67,350 tax annually.

The Farm Bureau News

The Farm Bureau Publicity department publishes the Michigan Farm Bureau News for Farm Bureau members. It provides the organization with a means for expression, keeps the membership in all parts of the state informed on what's going on, and publishes more news of co-operative work than any other newspaper. The Publicity department also renders many general publicity and advertising services to the Farm Bureau organization, as well as serving as an information bureau for

the general public. The Farm Bureau News is practically self-supporting through its subscription and advertising revenues.

The Farm Bureau Organization department carries on the organization work of the Farm Bureau and is directing the membership campaign. It also assists Farm Bureau co-ops and others in various ways.

These non-commercial services are important to Michigan agriculture. The things they deal with are the laws, taxes, freight rates, public opinion and information and other factors that mould our living conditions. A right or a wrong decision in these matters means a great deal to us financially and otherwise. We must have a hand in these decisions. Only by organization can we deal

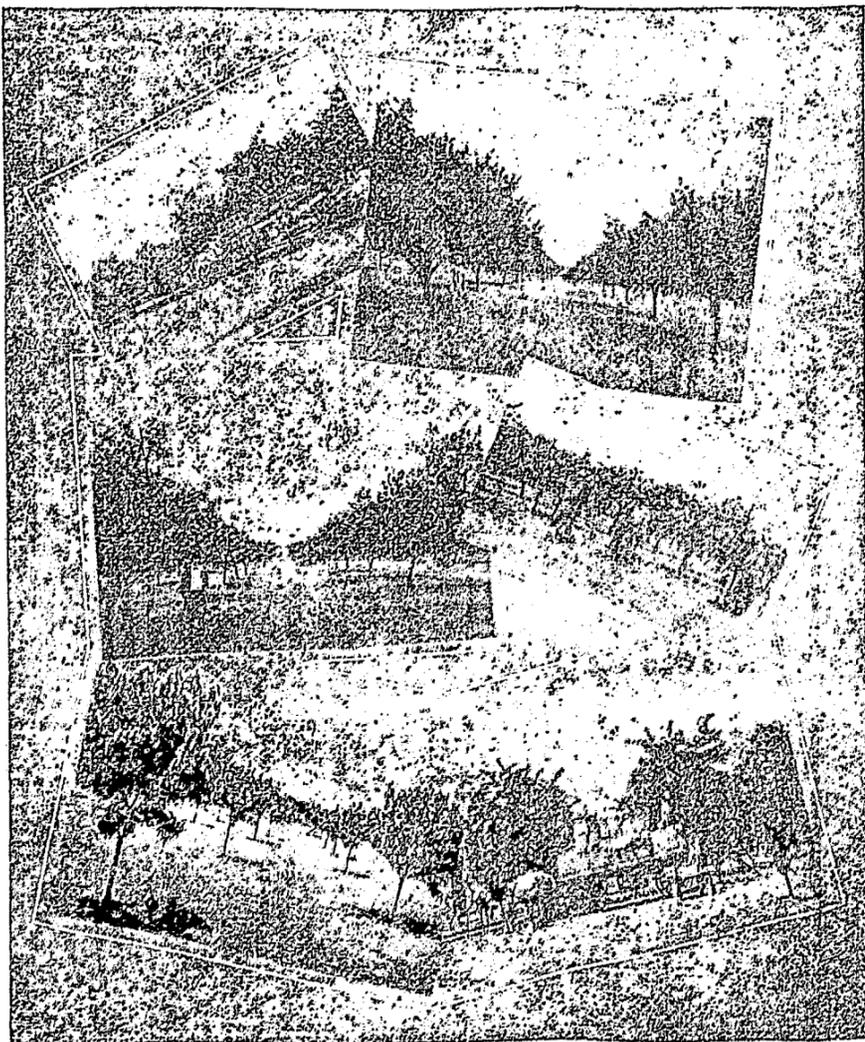
effectively with these problems.

Six Big Questions

Following are six community problems which must be solved. They are important parts of the Farm Bureau program for the future:

- The Country School
- The Country Church
- Selective Production
- Co-operative Marketing
- Public Improvements
- The Agricultural Fairs

What are we going to do about these things? Our communities must keep up with the march of progress. These things must be worked out. It can be done only by organization of men and women, their ideas and the necessary finances. The opportunity for effective community effort is in a strong local Farm Bureau organization.



FRUIT FARMS IN BERRIEN COUNTY.

Pears-East Grain Company

THE EUREKA MILL

MANUFACTURERS OF FEED, DEALERS IN HAY,
SALT, FLOUR, SEEDS, POULTRY SUPPLIES

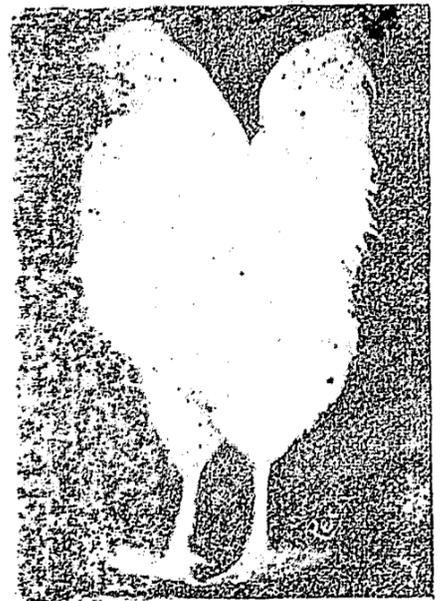
Elevators and Receiving Stations:

MICHIGAN

- Buchanan
- Berrien Springs
- Dayton
- Niles
- Cassopolis
- Glendora.

INDIANA

- Rolling Prairie.



Manufacturers
Distributors
"Eureka" Brand
Scratch Feed

C. F. Pears

BUCHANAN

W. J. East

MICHIGAN

Result of Scientific Treatment

In the archives of the Michigan State College at Lansing is to be found a remarkable story of experiments conducted in a Western Michigan cherry orchard. For the edification of Berrien County readers who are so generally interested in fruit culture we reproduce herewith the story as it became known to a reporter for the Farm Bureau News:

Mears, Sept. 10—Just a short distance south and west of this village, one R. Riley embarked on the venture of wresting a living from the soil some 35 years ago. As time passed, Mr. Riley gradually worked into the fruit business for he found that a 53-acre sand land farm is hardly adapted to the growing of general farm crops. So it was the fruit that allowed Mr. Riley to raise a family of three boys and one girl and to develop two comfortable farm homes for himself and his son Clayton, who is in partnership with his father.

There is now over 40 acres of orchard upon the Riley farm. The big feature of this orchard is one thousand two hundred Montmorency, English Morella and Windsor cherry trees.

Rileys Went In For Cherries

Cherries appealed to the Rileys as being the best fruit crop for this section and so they put out goodly plantings of this luscious fruit. But like some others in the fruit belt, they found that they were not making real money because the crops were so small and the trees had a habit of failing to produce annual crops. It seemed due annual crops. It seemed that in spite of good cultivation, an ideal climate, careful pruning and timely spraying that the large profitable crops just wouldn't come.

In the summer of 1922, Mr. I. T. Pickford, then Agricultural Agent, called on the case. Here was a real opportunity to try out the usefulness of the County Agricultural Agent.

Mr. Pickford viewed the situation with a beam of joy. Here was just the cherry orchard and the Rileys were just the sort of co-operators that he was looking for in order to stage a real Oceana County size cherry fertilization experiment.

College Experts Called In

So County Agent Pickford enlisted the services of Dr. V. R. Gardner, head of the Michigan State College Horticultural Department and together they started what has proved to be one of the most valuable experiments and demonstrations ever conducted in Michigan so far as financial returns to growers are concerned.

A portion of the Montmorency cherry orchard was used for the experiment. The first row was fertilized with nitrate of soda, the second with ammonium sulphate, the third with acid phosphate, the fourth was a "check," (no treatment), the fifth with both acid phosphate and ammonium sulphate; the sixth had a Fall application of ammonium sulphate; while the seventh row had a Fall ap-

plication of both acid phosphate and ammonium sulphate.

Experiment Carefully Watched

Hundreds of leaf measurements, and chemical analyses as well as accurate data on the actual pounds of cherries obtained from every tree in each row has been kept for the last three years. This work has all been done under the able guidance of Dr. Gardner who is recognized as being one of the foremost authorities on fruit growing in the world. This valuable collection of data will be published in bulletin form so that the fruit growers may make a real study of the science of producing profitable quantities of high quality cherries.

However, we may trust Mr. Clayton Riley for a practical interpretation of the results. He says that the trees fertilized with nitrogen fertilizer either in the form of sodium nitrate or ammonium sulphate yield as many cherries as do the check rows and the trees fertilized with acid phosphate alone. The trees fertilized with phosphate and nitrogen together seem to have borne especially large and satisfactory crops during the seasons of 1924 and 1925, reports Mr. Riley.

Nitrogen Does The Business

The Rileys have taken advantage of the information brought to them thru the action of their county agricultural agent and have fertilized their whole orchard with the proper dosage of nitrogen fertilizer. Thus it may be seen that the aid of the State Agricultural College as brought to them by its county extension agent has been worth a couple of hundred dollars per acre per year on the mature portion of this orchard. The application of science to the business of fruit growing has turned an up-hill proposition into a profitable business that will return a good farm living, a modest labor income and interest on the investment to the owners.

This year the Rileys marketed over 40 tons of cherries, which may account for the positive assurance with which Clayton Riley affirms the horticultural wisdom of Professor V. R. Gardner of the State College.



EDWY B. REID
Washington Representative, Michigan State Farm Bureau.

Whoever Drives Helps Pay

Those who drive on Michigan roads are now helping pay for them—through a two cent per gallon gasoline tax exacted by the 1925 legislature. Farm property is due for some road tax relief.

A former attempt to completely abolish the Michigan freight rate zone system has resulted in lowering those zone rates about 50., effective Sept. 10, 1925, a matter that means about \$500,000 in freight rate savings annually to Michigan farmers on their incoming and outgoing interstate shipments of products and supplies.

These two great public reforms, which came into being in 1925, are the results of a four years' battle in each instance. They were secured largely through the organized efforts of a comparatively small number of Michigan farmers, organized as the Michigan Farm Bureau, with several hundred up to 1,200 members in each of 62 counties.

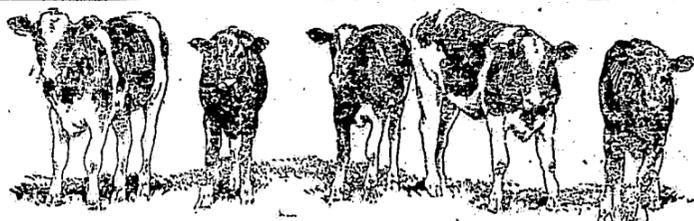
In 1922 the Farm Bureau first offered the gasoline tax idea. It carried the proposition to the 1923 legislature and it passed, but was vetoed by the Governor. Undaunted, the organized farmers continued winning friends for the movement, and in 1925 it was the first bit

of important legislation passed.

This same group of well organized farmers presented the overwhelming agricultural evidence from 50 counties which proved in 1922 and 1923 the unjustness of the Michigan Freight Rate Zone system to Michigan farmers. The Farm Bureau also helped greatly in the general financing of the shippers' case. It helped fight the case through the final decision of June 19, 1925, and won for all the farmers in the state what all the farmers wanted but couldn't get without proceeding in an organized manner—a needed reform in freight rates.

In the first four months of 1925 the two cent gasoline tax produced nearly \$2,500,000 in highway revenue, paid by all automobile owners, trucks, and tourists in proportion to their use of the roads. This money goes back into the highways. Along with the gas tax law, license fees have been reduced on light weight cars and increased on heavy cars. Heavy trucks are paying nearly double this year what they did last year.

Such are the fruits of organized farmer effort through the Farm Bureau movement on two great public problems.



More Dairy Cattle

More Full Baskets of Prosperity

St. Joseph Valley Creamery

Buchanan, Mich.

