

Farm Agent Circuit Rider

In other days the circuit-riding preacher, the doctor with his mud-be-spattered gray mare and the school teacher who boarded round were picturesque and romantic figures. They have grown dim in the mellow haze of legend.

Another character, quite as interesting and much more versatile, has, within the memory of boys and girls in their teens, taken the center of the stage in the rural drama. He is the county agricultural agent, or more familiarly, just the "county agent."

You will meet him driving his flivver at a mad pace along the country roads. He is not dressed for an afternoon tea. He is wearing a slouch hat, a flannel shirt and cowhide boots. Farmers, you see, aren't greatly impressed by white collars and up-to-the-minute fashions.

He has a harrassed look in his eye, an air of concentration upon some intricate and baffling problem. Where is he going? And why the worried aspect? The chances are he is on his way to a 2 o'clock meeting 10 miles away and it is now 1:55. And probably he is thinking of twenty-seven letters at the office waiting to be answered, and a dozen errands he ought to be doing this minute.

Many Bosses

The county agent has so many bosses he can't keep track of them all. He pleases as many as he can—probably very few—and is cursed out by the rest. If he goes to a farmer with advice, likely enough he will be shoed off the place for his pains. And if he doesn't visit this man's next neighbor every few days he's loafing on the job and should be fired.

To the tiller of the soil, who follows the plow all day, the

county agent often seems but a parasite feeding on the body politic. To his own wife he is an overworked creature who has innumerable meetings to attend, most of them in the evenings when she'd like to have him by the fireside at home. To himself he is a jack of all trades who seems to be master of none; a prophet of better farming whose cry is lost in a wilderness of petty details.

The successful county agent must be a scientist, a mechanic, an orator, an economist, an organizer, a financier and a diplomat. If possible, he should also be an architect, a lawyer, a linguist and a journalist. And to keep an even disposition, he must be a philosopher.

The man in the street, whose food may be greatly affected in quality or in price by the efforts of the county agents, has probably never heard of them. So they were asked to tell about their own work, and from their description this story, a composite, has been pieced together.

One Year's Work

One of the county agents near Detroit, for example, did the following things in the course of the year 1924:

- Promoted community meetings.
- Supervised fertilizer tests on sugar beets.
- Held six beet schools.
- Sent letters to the school teachers on the seriousness of the seed corn situation.
- Wrote articles of the newspapers on how to control smut.
- Organized a potato "spray ring."
- Distributed bottles of culture for inoculating cloverseed.
- Held pruning and orchard planting demonstrations.
- Held dusting demonstrations to control melon and cucumber

'Tis The Angler's Paradise



How would you like to pinch off a string like that? You'd be willing to get up the night before if you thought you could do it, wouldn't you? Well, they're yours for the having if you will poke the old

flivver's nose in the direction of Buchanan. Lots of 'em in the lakes closely adjacent to the town and in the beautiful St. Joe River just on the edge of it. Fishing! Why, man, there's nothing else but, and then some.

beetles.

Arranged for a county swine tour.

Reorganized two cow-testing associations.

Attended 45 meetings.

Helped organize a district Jersey cattle club.

Helped organize a county Holstein-Friesian association.

Held 12 poultry meetings.

Arranged for a county poultry show.

Held two septic tank demonstrations.

Arranged a meeting of farm organizations to discuss tax problems.

Arranged four clothing and four home management schools.

Helped to arrange for the county farm bureau picnic and the county fair.

Addressed 10 farmers' clubs. Conducted a bee keepers' tour.

Myriad of Details

These are merely the high spots in his annual report. During the year he advised hundreds of farmers on particular problems puzzling them, distributed thousands of bulletins and looked after a myriad of other matters.

It is pleasing to recall however, that no matter what demands may be made upon the county agent, who is in the work for the good he may be able to accomplish, he can be relied upon to respond to the call as faithfully as did his early-day prototypes—the circuit-rider and the doctor.

"YE BANKS AND BRAES O' BONNIE DOON."



It is the spirit of the muse which impelled the immortal Scot to pen his never-dying tribute to the land of the heather we see pictured above. It has flown across the wide expanse of waters and has found in the hills and dales of Berrien County an exact replica of the vision which met the eye of

Burns when he gave to the world his deathless song. Travel where you will throughout the county you will find the same undulations—the charm of hill and valley with Nature's sentinels ever on guard—the stately oaks and elms of this wondrous terrain.



Come to **THREE OAKS** for a Joy Vacation

HERE you will find everything worth while to make your stay most enjoyable. Come and live with nature, get the rest you require and return to the city feeling rejuvenated. Here are accommodations ideal in every respect, with rates exceedingly reasonable and opportunity for study and enjoyment.

MOST MAGNIFICENT SAND DUNES
on all Lake Michigan's Shore Line.

A NATURAL FOREST PRESERVE
Dedicated to the public for all time.

A MUSEUM OF WONDERS
Native and foreign—50,000 specimens.

HOME OF FEATHERBONE FACTORY
The largest in the world.

WIDE EXPANSE OF BATHING BEACH
Free to the general public.

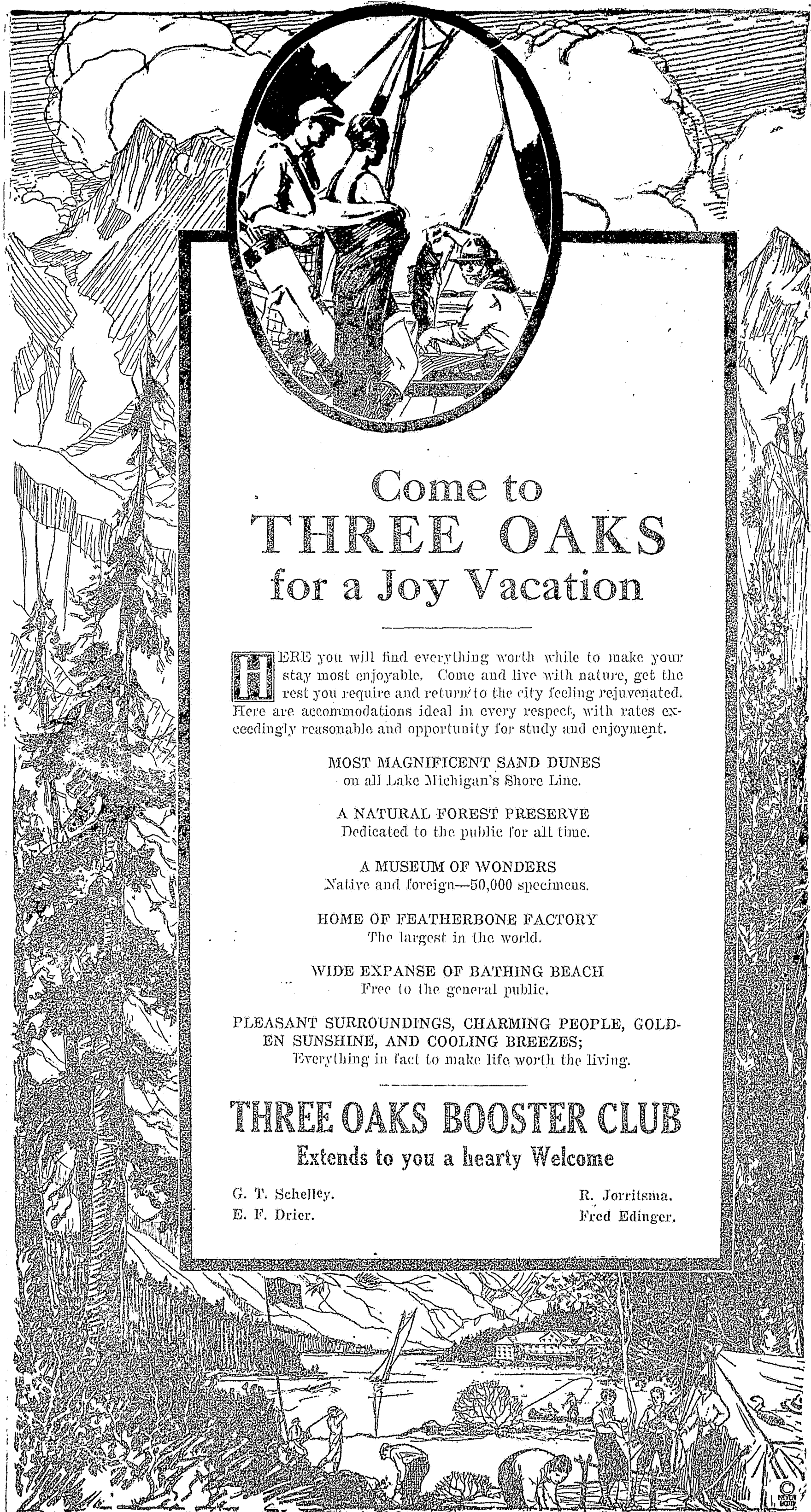
**PLEASANT SURROUNDINGS, CHARMING PEOPLE, GOLD-
EN SUNSHINE, AND COOLING BREEZES;**
Everything in fact to make life worth the living.

THREE OAKS BOOSTER CLUB

Extends to you a hearty Welcome

G. T. Schelley.
E. F. Drier.

R. Jorritsma.
Fred Edinger.



THREE OAKS

The hum of the mosquito in his myriads, the call of wild geese or the barking of the wolf, for uncounted generations, were the only signs of life that marked where in years to come, would stand the prosperous village of Three Oaks.

The rise of land where now stands the town, was surrounded on nearly all sides by marshes and swamps. And even the magnificent stand of beech and maple which covered it, was without promise to the primitive peoples who wandered over the region before the coming of the first white men. Although Indians may at times have camped along the tiny creek in the north part of the area, no permanent villages or even camps were located. A few arrow points, and an axe or two of stone, have been found within the Three Oaks limits; but in Indian times and for unknown ages farther back in the past, the region was undisturbed.

Three Oaks owes its thriving life to every man who has had a part, either as a leading figure, or as a humble worker in its development. But more than these, Three Oaks owes its being to two men: Henry Chamberlain who is responsible for the location of Three Oaks on its present site. Owning timber and land on the sections adjacent, when the railroad was built through, he had a side track put in at this point. For among the first uses he made of his timber was to cut it into two-foot lengths for the old wood-burner locomotives. With the railroad he had a contract to furnish a certain amount of wood. The side-track facilitated loading, and permitted the passing of trains. At the sidetrack was the natural place for passengers to alight. And where they left the train was a good place for a store. He built the first store.

About the sidetrack and the store, slowly grew a crossroads town. A blacksmith came. A saloon was opened. A sawmill

was started. A few cabins were built. These came not over night, but were the process of years, almost a decade. Slowly the little settlement grew.

Even in those days Mr. Chamberlain must have visioned a city or a village. He laid out the first plat of the town, two full and two half blocks. This first attempt to induce an orderly arrangement of dwellings on lots and along streets, was located by the survey of 1858.

The town grew. Woodworking establishments came into being for the making of handles; or for the old wooden water-pipes. And the sawmill was ever present.

But only so long as timber was plentiful. With the clearing of the land and the rise of farming in the region, the timber disappeared. With the disappearance of the timber, went the mills that depended upon it for their life; they moved farther back, following the retreating edge of the woodland.

Three Oaks was about to settle down to the common fate of the abandoned logging village, a crossroads town, when Edward K. Warren appeared.

Driven through adversity and knowing much of the hard knocks of life in his early days, Mr. Warren set out to achieve success. Doubtless in that period in his mind, success was spelled in dollars and cents. In his early efforts to put into the life of men and women the use of his invented featherbone, he learned the needs of money. His struggle was long, over ten years, before success finally came; and it came as he dreamed it in the old days: in money.

No sooner was it his than he realized the low standard marked by such a measure of success. Life and the new success came to mean the happiness of the men and women forming the community; and the later years of his life were largely devoted to thoughts of the welfare, not only of the people who lived in his own community, but the world at large. Mr. Warren's

great love was the Sunday School and its works, and to his efforts and wise counsel is due the present success of the movement. Later, the Samaritans became wards of Mr. Warren.

But Three Oaks always was first. Here he built his first factory. In the passing of the years it grew and grew, until there came a time when the community, the happiness and prosperity of its business people and its residents largely was tied up with the Warren plant with its hundreds of employees and their weekly pay envelope.

Today, it is probable that the loss of the factory while a sad blow, little would affect the town. Other industries have come and are coming. Three Oaks is prospering and growing. It was Henry Chamberlain who started the growth at this point and Edward K. Warren who stimulated that growth. Three Oaks is proud of its history. Proud of the fact that its people are led by the brotherly spirit and have learned to work together.

Three Oaks achieved a world-wide prominence when it won the Dewey Cannon. The learning how to work together, dates from this time. The success of the town in its efforts to get the cannon was inspiring but, underneath was the great value of discovering that the town united almost was invincible.

The mould for the cannon was dedicated by President McKinley, and the day on which the Cannon was unveiled was a time for wonderment: wonderment that a small town of eight hundred people (then) could attract and care for a crowd of 20,000 visitors.

Three Oaks is proud of her early lead in the fight on liquor. The early settlement had its saloons; not one but several. In the days when the time was drawing near for the total abolition of the liquor business, Three Oaks for years had been without a saloon. Even before the days of local option, the

one license to which the town was entitled was bought by Mr. Warren, and the license tacked up in a corn crib down on his marsh farms. Three Oaks as a community was dry long before the majority of towns under local option were permitted to consider the matter.

Three Oaks was a pioneer in the good roads movement. Long before there were improved roads linking villages and towns, Three Oaks had built a stretch of road with real macadam pavement. Today, good roads run in all directions from the town, and nearly every used road in the Township is graded, paved or improved.

This attitude of its citizens on these matters cannot but be reflected in their individual lives. Three Oaks is a home town. Between seventy-five and ninety percent of its people own their own home. Three Oaks is a home town, and a homeloving town. The community spirit fully is alive. The welfare of each is the welfare of all. The troubles and sorrows of the humble citizen are, through the friendly sympathy of the town, made a part of the thought and friendly helpfulness of the town.

Three Oaks never has experienced a "boom." The growth of the town to its present 1,500 people has been gradual. Nor has its growth stopped. Its numbers continue to increase.

The business men of the town are second to none in their desire to serve. The spirit is and always has been, "If we don't have it we'll get it for you."

During the late war, it was the business men of Three Oaks who, anticipating the needs of their customers and friends for here "customers are friends," and foreseeing a shortage, laid in supplies of the necessities of life. Three Oaks went on rations but never was there a serious dearth of food of any kind during the war. It became the custom of the local trains com-

(Continued on next page.)

THEY SHINE AT HOME AS THEY DID OVER THERE



THREE OAKS HAS CONTRIBUTED LAVISHLY OF HER SONS TO ALL WARS. THE PICTURE IS OF THE AMERICAN LEGION POST OF THAT INTERESTING AND PROGRESSIVE VILLAGE.

THREE OAKS (Conclusion.)

ing into the village, to stop somewhat longer than absolutely necessary while the crews, and passengers, ran over to the stores and got their quota of sugar.

Three Oaks' industries have been little affected by "hard times" or the "panic feeling" that has shut other industries for weeks and months. The several plants in Three Oaks have run and kept running when others in the region were fast closed. Always has the pay of the employees been liberal; and better, it has been certain. The workers in the various plants are happy and contented, owners of their own homes, and most with autos, radios, and all the modern improvements that make life in this new age, far in advance of the life in days past.

Three Oaks is a prosperous, wealthy town. But it is not wealth or prosperity that really counts. Three Oaks is an attractive town, with beautiful lawns, row on row of trees and well kept homes. But it is not that beauty that counts. It is the spirit back of these things; the spirit that because of pride loves to see its home town lovely, wealthy and prosperous.

Above all this is the spirit of home-loving friendliness.

Three Oaks is "the Friendly Town."

Three Oaks has one of the largest museums in Michigan; and the largest in Southwestern Michigan. This museum, under the control of the Edward K. Warren Foundation, a corporation under the laws of Michigan, is coming to play more and more a part in community life along educational, inspirational and recreational lines.

Due to the efforts of Mr. and Mrs. Edward K. Warren, in March, 1916 the museum on two floors of the Chamberlain building,—the home built in the later years of the life of Henry Chamberlain, was opened with 3,500 exhibits. At that time it was a museum pure and simple.

Today the museum has grown. It occupies seven floors and 25 rooms in three buildings. The exhibits have increased from the 3,500 displayed in 17 cases, to over 47,000 exhibited in 150 cases.

In addition to the regular exhibition of museum material the work of the museum has been enlarged to include the formation and maintenance of a reference library of nearly 10,000 volumes; the formation of loan exhibits for school and other use, the furnishing of information on various subjects, and the classification and mounting of over 100,000 pictures for school use with, in addition, several thousand lantern slides and stereopticon views.

Lecture work also has been added and annually the director delivers from forty to seventy-five lectures. The Museum now has a well-equipped lecture-room seating up to 150, with a stereopticon, halopticon and a moving picture-outfit, owned and used for the schools and other organizations.

The main idea back of the museum is that the articles

should fall in a class as pioneer or historical objects. In line with this policy the collection of china and other ware, is that of the dishes used by the pioneers of the region, rather than only the rare pieces. This is adhered to in regard to nearly all other exhibits.

Nor would the history of the exhibits shown of the geological, paleontological and early life of man in the region. In the Indian room are exhibited his tools and weapons, largely the result of collections made in this region. These include two skeletons dug up on the burying ground of the Mocassin Bluff sites.

Here too are preserved the portraits of the men and women who were the early comers in the region. What better home, for them where they can be preserved for coming generation, can be found?

Here the child of the present and the children of the future cannot but grasp the spirit back of their forebears, and gain the inspiration needed for successful life, as they gaze at the crude tools and the faces of the men and women who made and used them.

In this collection the articles, now no longer used, preserve not only the thing itself, but the very name, which is being forgotten. As one notes the cradle, the frow, the sulphur-dips, the dickey, the sand-box, the easter, and hundreds of others, one cannot but be impressed with the rapidity of modern development.

Nor, as the library of the first doctor in the community, or that of an early judge, or the fine library of a cultivated man collected nearly a hundred years ago, are studied, can one fail to realize that the growth and change not all has been upon the material side.

A collection of old school books is being made that the growth of ideas relative to education may be studied in future generations by these examples of a more primitive past.

The museum is maintained by the Warren Foundation free to all. But for the growth of its collection it is dependent upon the friendship and helpfulness of the people of the region. The museum's policy is never to buy exhibits. All those now on exhibition have been contributed by the friends of the institution, to the number of nearly 1,200, living largely in southwestern Michigan and northern Indiana. Some have given only one or two objects, others twenty-five to fifty, and the total of two or three donors runs over one thousand. But the success of the collections has been and is upon the great number of donors who give but a few articles.

A man may bring in a type of scale, most unusual and one for which the museum is most grateful. For it is the only one it has, although the only gift of the donor. Another may bring in a collection of seventy-five arrow-heads picked up on his farm. Great is their value when studied with the others in the collection, from this part of Michigan.

Old books, papers, documents, old tools, now useless, old papers, old magazines—hardly is there an article often

considered as "junk" and stored in the "attic" but what, when properly correlated with other similar objects, helps build up and tell the story and the history of the region.

And where better can these things be placed than in the Chamberlain Memorial Museum where they will be permanently preserved, and given a place in the collections with kindred articles?

Are not such objects far better in a collection where they are cared for, and where some boy or girl may get from them a needed inspiration, rather than stored in boxes in a granary or an attic, or even in a private collection where they are seen by few, and are in constant danger from destruction by fire?

It is in this capacity, as a place for preservation, that the museum functions for this whole region. First is the place of the museum for preservation; and after that for exhibition, for study, for education and for inspiration.

In addition to the Museum the Foundation also maintains three other properties for the pleasure and happiness of the people of Southwestern Michigan: The Warren Woods, the Warren Dunes and the Chamberlain Bathing Beach. These too, are maintained without a cent of expense to the people and are open, free. No admission is charged to any of the Foundation properties.

The EDWARD K. WARREN FOUNDATION is nearly nine years old. In 1917 Mr. and Mrs. E. K. Warren, having secured the passage of a bill through the legislature of Michigan permitting the "Incorporation of Foundations for the Promotion of the Public Welfare," formally launched THE EDWARD K. WARREN FOUNDATION. If the Foundation is considered as having existed from the time the Chamberlain Memorial Museum was opened—March 15, 1916—it is ten years of age.

This Foundation exists, as stated in the Articles of Incorporation, "For the Benefit of the People." It is with this thought in mind that the Trustees of the Foundation act; and it is the principle back of the instructions issued the Director employed by them to manage the affairs of the Foundation, which is stated more fully as "The preservation of forest; the establishment and maintenance of a museum or museums; the establishment and maintenance of a park or parks for the benefit of the people; the collection and preservation of historical documents, data, research and publication," the Foundation has come into possession of the following properties:

The Chamberlain Memorial Museum in Three Oaks has three buildings standing on about two acres of ground. In these buildings are housed over 47,000 exhibits. The function of this museum it to gather and preserve "articles of pioneer and historical interest". Under a broad interpretation specimens in natural history are added to the articles made and used by the people who settled in the region; also there are archeological and oriental collections.

At the Chamberlain Bathing Beach located in Lake Town-

ship, one mile north of Sawyer, is a recreation ground of good lake frontage and with a large parking place, maintained free by the Foundation for people of the region.

The Warren Woods, three miles north and one-half mile west of Three Oaks, contain 31.4 acres of the primitive forest northern and eastern United States. This woodland is believed to be the largest tract of climax forest preserved in the United States east of the Mississippi and north of the Ohio Rivers.

The Warren Dunes with one and one-fourth miles of lake frontage, are found in Lake Township, two and one-half miles north and a little east of Sawyer. This area contains the finest and most interesting features of dune formations.

The Forest and the Dune Lands are part of the museum, an out-of-door feature; these are to be preserved in their original state so that the people of coming generations may know from direct observation how appeared such wood and sand-hill lands.

Everyone is invited to visit any and all of the features of the Foundation. Organizations, societies, clubs and the like and particularly schools, either as a whole or by classes, are especially welcomed to the Museum, and to the natural parks. While ordinarily open only on Wednesday and Saturday, such bodies can obtain admission to the Museum on any day save Sunday. The Forest and the Dunes are open every day.

The Museum at Three Oaks makes an excellent place to hold club or school picnics. The large lawns under fine shade trees about the Museum buildings, make attractive picnic grounds, while the collections of interesting historical and other artifacts are at hand for visiting or for study.

Whenever desired by parties, the Director of the Foundation is prepared to give a short talk explaining the growth of the Museum and the methods and arrangement of the collections. When not otherwise engaged he likewise is available as a guide for classes and other organizations visiting the Forest or the Dunes.

PRESIDENT THREE OAKS BOOSTER CLUB

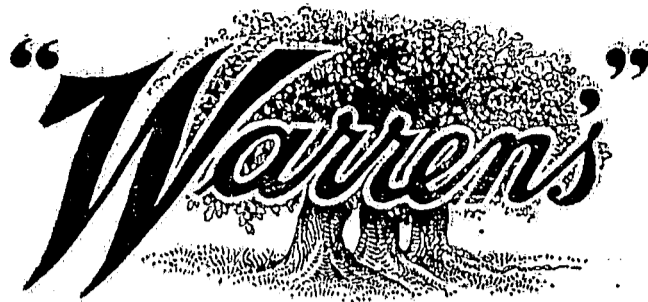
G. L. Schelley Presides Over Destinies Of Club Which Proposes To Put Three Oaks on the Map and Keep Her There

Fully imbued with the beauty and importance of his own home town and determined that the world shall know something of its advantages, Mr. G. L. Schelley has given his hearty endorsement to the special edition plan and has gone a long way out of his way to help the Municipal Publicity Service men in the accumulation of data.

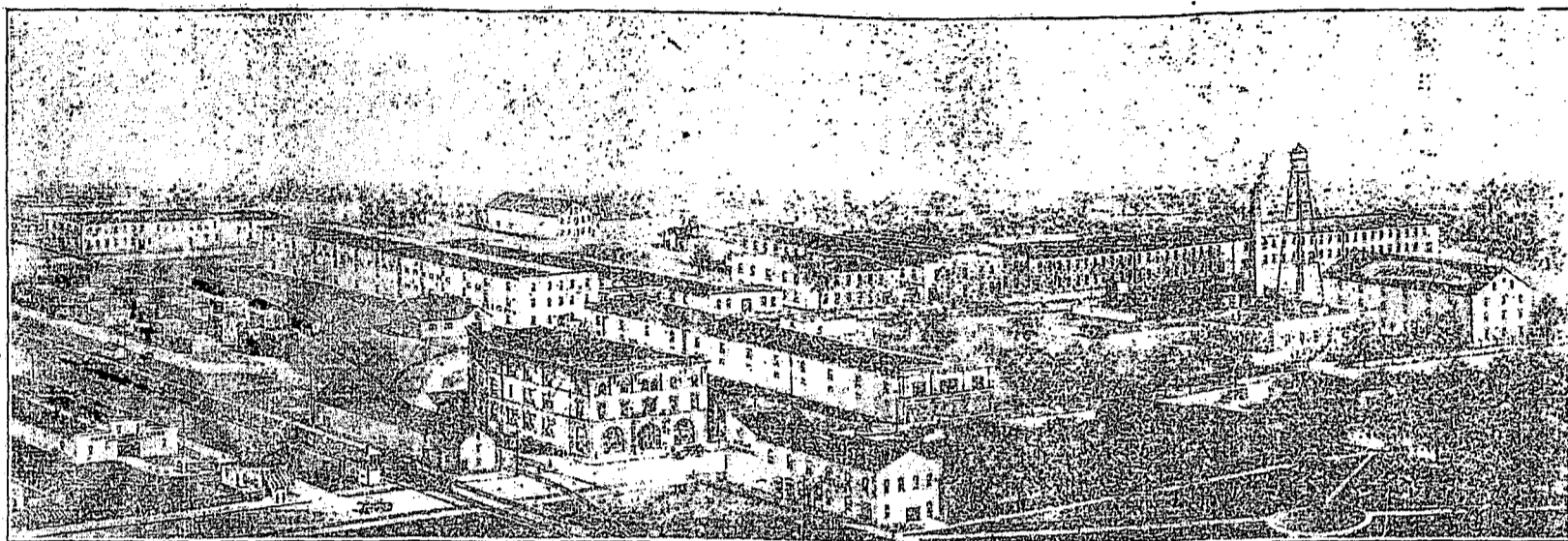
Mr. Schelley's first move in this direction was to call a special meeting of the Three Oaks Booster Club before whom the matter was laid with the result that it was given the hearty endorsement of the club and work was begun at once. This splendid section for Three Oaks is due in large measure to the kindly assistance of Mr. Schelley.

The subject of this sketch is a native of Berrien county. In 1905 he established his meat business in the building next to his present

(Continued on next page.)



at
THREE OAKS, MICHIGAN



THE WARREN FEATHERBONE CO.
Manufacturers
of
FEATHERBONE, NARROW FABRICS AND NOTION SPECIALTIES.

Bead Cord	Garters (Fancy)
Blanket Binding	Girdles
Button Looping	Hair Curlers
Braids	Lingerie Ribbons
Christmas Tying	Rick Racks
Coiffettes	Weighted Tapes
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BRANCH OFFICES:

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A STATE BANK

THREE OAKS, MICH.

Commercial, Savings and Christmas Savings Club.

Travelers' Checks, Bonds for Conservative Investors.

3 Per Cent On Savings and Time Deposits.

To all our Old Friends—HAPPINESS.

To all our New Friends—WELCOME.

To all our Community—PROSPERITY.

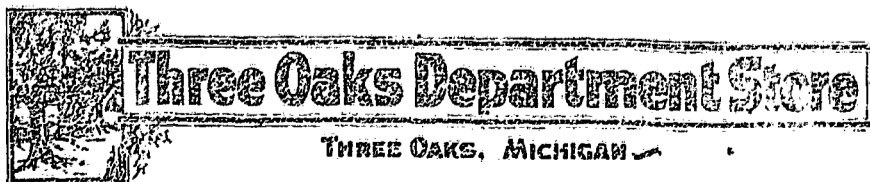
12 STORES IN ONE

Clothing and Furnishings	Hardware
Dry Goods and Notions	Rugs and Floor Coverings
Ladies' Ready-to-Wear	China, Glassware and Toys
Millinery	5c and 10c Goods
Footwear	Wall Paper
Furniture	Groceries

At Your Service

This store is here to render efficient service and to give to the people of this community a full 100 cents' worth for every dollar spent with us.

When you are in town drop in, use our conveniences and make yourself at home.



Trade at the Big Store and Save the Difference

THE EDWARD K. WARREN FOUNDATION

Incorporated Nov. 17, 1917, by Edward K. and Mary C. Warren.
THREE OAKS, MICHIGAN

"For the Benefit of the People."

President	FREDERIC W. CHAMBERLAIN
Vice-President	PAUL C. WARREN
Treasurer	FRANK W. DONNER
Director	GEO. R. FOX

Established for Purposes of

Preservation and Conservation, Education and Recreation

The Foundation maintains its properties for the enjoyment of all, and free to all.

The Chamberlain Memorial Museum

Preservation—Education—Inspiration

**47,000 OBJECTS OF PIONEER AND HISTORICAL INTEREST
DISPLAYED IN THREE BUILDINGS AT THREE OAKS**

That the present and coming generations may learn of and appreciate the work of the founders of the communities of this part of the American commonwealth, the Museum maintains a reference library and loans collections of pictures and slides. Extension work in lecturing and with moving pictures is carried on.

The Warren Woods

Conservation—Education.

A tract of 300 acres of primeval forest in Chickaming Township, three miles north of Three Oaks. The woodland as seen by the first settlers, preserved that their descendants may know by this example the "Galen Woods."

The Chamberlain Bathing Beach

Recreation.

Several hundred feet of beach on Lake Michigan, in Lake Township two miles northwest of Sawyer, with a large free parking area. For the use of the people of the region for bathing, picnicking and other pleasures. Gift to the Foundation by F. W. and Lydia Warren Chamberlain.

The Warren Dunes

Conservation—Education—Recreation—Preservation

"AMERICA'S FOURTH WONDER"

Three hundred and twenty acres of the world's finest dune lands, with a frontage of over a mile on Lake Michigan, preserved as a public park. In Lake Township, three miles southwest of Bridgman.

The Edward K. Warren Foundation

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Mrs. Mary Chamberlain Warren is the president of the Foundation and the Directors is Mr. George R. Fox, who is fitted by education and training for the arduous duties he is called upon to perform. We cannot close this article without giving to Mr. Fox an expression of our appreciation for the kindly spirit and tolerance he manifested toward us as we passed from room to room under his guidance upon our tour of inspection of this remarkable museum.

THE STORY OF FEATHERBONE

The invention of Featherbone was not an accident, but was the result of thought; study and research. A dry goods merchant at Three Oaks, Mich., keeping whalebone in stock with other dress findings, had the usual experience of seeing the bone dry up and become brittle after remaining in stock any length of time, unless it was kept in a moist place. In a small town and for country trade, the cheaper bone only was salable. A lady customer once complained that the whalebone sold her by the merchant was brittle and worthless—as if he was to blame for its quality. As the dealer was putting the bone away in the drawer after the customer had retired, the first thought in the chain that led to the invention of Featherbone came and that was: "Whalebone, though the best elastic material known to the commercial world at this time, is rapidly becoming scarce and high in price," and the second thought arose, "I wonder what elastic material will take its place." This led to the reading of the history connected with the whaling industry and a more definite knowledge of the growing scarcity of the whale and the necessity for a new elastic material.

The merchant, in a business way, frequently visited a feather duster factory where the pointer quills of the turkey were being burned up or thrown away. It looked as if a good article was going to waste, and upon inquiring whether some use could be found for it or not, the visitor was told that as there was plumage on only one side of the quill it was valueless for dusters. Some one in New York had attempted to make a stable broom from pointers but that was not a success. Everybody who had tried to utilize the quill had looked at

the plumage for utility where the merchant considered the quill substance and came to the conclusion that a valuable elastic material was going to waste. In those days, a passenger riding along the lake front in Chicago over the M. C. R. R. or I. C. R. R. frequently saw quantities of these pointer quills carted out with other rubbish. Poultry dealers would put the pointers in with the second and third joint wing and tail feathers which were valuable for duster purposes, and the duster manufacturers would throw them out; thus the despised pointer quill really was a "bone of contention."

The two thoughts, "An elastic material wanted" and "An elastic material waster," ran parallel in the dry goods man's mind for a year or more when they finally met and the idea of making a bone out of the quill substance was conceived. The next day fanciful and descriptive words for the new material were coined, viz.: "Featherbone" and "Quillbone." The inventor, Edward K. Warren, sanguine and hopeful for final results, went through years of experimenting, toil and anxiety before the desirable qualities which Featherbone possesses were recognized and appreciated. Entirely new processes of manufacture had to be outlined and special machinery built by expert mechanics to transform the quills into the new bone. The basis of Featherbone is the fine fibres of the quill which, in small sections, are wound by thread, care being taken to break joints in forming a continuous cord—a group of cords making a compact blade. It is easy to sew through this bone either by hand or with the sewing machine and this fact led to an entirely new method of boning dress seams. The attaching of bone to the fine seams of a fine gown was formerly a tedious hand process, but is now quickly done by new and original sewing machine methods.

While there is still quantities of Featherbone being sold for various purposes, nevertheless, during the last decade or more, the business of the Warren Featherbone Co. has developed rapidly to include a comprehensive line of Narrow Fabrics and Notion Specialties, which is evidenced by the advertisement appearing elsewhere in this edition.

President Three Oaks Booster Club (Conclusion.)

location. He sold out in 1919 and engaged in the business of buying and selling live stock. Six years ago he bought the business back again and has had the satisfaction of seeing it grow remarkably ever since. Mr. Schelley is a Mason and treasures his membership in that splendid organization. He is no less a lover of the Booster Club and hopes for the day when its forty-odd membership will have developed into ten times that number.

Asked what in his opinion should be done to make Three Oaks a bigger and better town in which to live, he said: "We should continue to pull together on any proposition which has been determined, after mature deliberation, is for the general good. When we have learned to do this there can be no limit to what we may accomplish."

WARREN FARM AT THREE OAKS

One Of Michigan's Show Places Where Choice Thoroughbred Hereford Cattle Are Produced

At Three Oaks will be found one of the largest and best farms in the whole United States. It comprises 3,500 acres, is completely cleared and fenced, is equipped with all the necessary outbuildings of a very high standard and is noted for the exceedingly high-grade thoroughbred Hereford cattle it produces. It is owned by C. K. Warren of Three Oaks and his sister, Mrs. George A. Lackey of Mt. Vernon, N. Y.

This farm was started years ago by the father of the present owners the first twenty acres of it having been purchased in 1888. From time to time other tracts were procured until the place had assumed the size outlined above.

This farm is of such importance

that many people travel miles to see it. It is of record in the administrative headquarters of many agricultural colleges and occupies the place in their estimation generally of a model farm. Naturally the work upon this big farm is carried on upon a stupendous scale and in the most scientific manner. In addition to the large herd of cattle always maintained on this place there is also a very large flock of sheep.

The Three Oaks farm, however, is only a small part of the Warren ranch activities—a mere bagatelle, in fact. As a matter of fact they own over one million acres situated in Texas, New Mexico and Mexico. To be exact here is precisely what they do own: Old Mexico, 727,000 acres; New Mexico, 200,000; Texas, 60,000; Kansas, 10,000; Canada, 8,600; Three Oaks, Mich., 3,500 acres. Total, 1,004,100 acres.

To give some idea of the immensity of the work which is carried on the Warrens it is only necessary to state that 8,000 fat steers were sold this year; 30,000 calves and other young stock were left to further mature and 7,000 calves were branded. The acquiring of all this land really began with the acquisition of the first twenty acres of the Three Oaks ranch. The next purchase was made in 1901 and comprised 40,000 acres in Texas. To this was added later 46,000 more. This year the company sold 25,000 acres of this for \$30 an acre. It had cost \$2.50 per acre! As before noted the company retains 60,000 acres in Texas for farms and cattle raising.

In these days of complaint that farming does not pay it is interesting to know that the big farm at Three Oaks does pay—that it has always paid in fact, because it has always been efficiently managed and because the owners have taken advantage of every labor-saving device. E. I. Kelley is the manager of Oak Meadow Farm—the name of this magnificent estate—and has demonstrated through long years of service that he knows how to get every dollar which can be wrung from the soil and at the same time keep it in the highest state of fertility.

It is a great pleasure to visit Oak Meadow Farm, especially for one who loves good live stock, for here, one can see the aristocrats of the animal world including horses, cattle, sheep and hogs, to say nothing of the tremendous amount of poultry which is always maintained upon the farm.

The horses are all work stock and number upwards of fifty head. The cattle are Herefords, headed by that famous sire, Standard Fairfax (No. 548,498), a bull that has been awarded many prizes in the ring and whose progeny are reckoned among the very best specimens of the breed. Upwards of 300 head are always to be found on this farm. Nearly all of the young bulls are shipped to the western ranches, but many are sold to other breeders wishing to improve their herds. A flock of nearly 2,000 prize sheep can always be found at Oak Meadow and something over 300 hogs.

It takes a lot of feed to handle a stock like that and now we will tell you how it is done. In the first place then this year there were 475 acres of corn, 250 acres of alfalfa, 200 acres of oats, 60 acres of rye, 100 acres of clover, 100 acres of timothy. There were also 100 acres of peppermint and 250 acres of wheat. Pasture for this immense herd required 700 acres more.

It will be noticed that the rule on the Warren farm is diversification of crops. This insures the place against a crop failure for it is unbelievable that all could fail the same year. Then, too, it is better for the land. Rotation of crops is also followed with the utmost precision and fertilization is ample and frequent. No mention has been made of the power plants which are required. It is a foregone conclusion that such a vast acreage could not be handled in time by even fifty horses. The horsepower is augmented by two large McCormick-Deering tractors, and to give some idea how these giant farm tools do their work we cite the fact that in preparing an 80-acre field for oats, the preliminary double-disking was completed in almost exactly eight hours. Then, following the broadcasting, another day's work for the two tractors finished the job and gave the oats an early start in an ideally prepared seedbed.

In addition to these land-turning monsters there is also an International motor-cultivator which is kept busy in the corn during the entire growing season. It is estimated that

(Continued on next page.)

Improved Hog and Beef Cattle Industries

The hog men and beef cattle feeders are working under improved conditions. The price level of farm products including live stock, for the first time in several years recently reached the average price level of all commodities. It should be borne in mind that in the hog or beef cattle business, some men will always be more successful than others.

There was a decrease in the number of hogs on farms at the beginning of the present year as compared with the year previous. The low prices received for pork during the years following the war decreased hog production and this is one of the factors that is resulting in a very favorable market. The average price of hogs has been about \$5 higher per hundred weight than a year ago. Supplies of hog products at the leading western markets at the end of July were 14 per cent less than a year ago with the de-

mand strong. It is interesting to note that pork consumption per person in the United States in 1924 exceeded that of any other recent year with the exception of 1923.

The strong hog market tends to react favorably on prices being paid for beef cattle. The average price that has been paid per hundred weight for beef cattle is about \$1.50 higher than in January. It is encouraging to know that feeders of beef cattle made a nice profit above the cost of feed on winter fed steers that were secured in the fall at right prices. The total number of beef cattle on farms in January was 5 per cent less than at the same time a year previous, and the number of cattle being marketed has been less by about the same per cent. Estimated consumption of beef per person in the United States was greater in 1924 than for several years.

PRESIDENT BOYLE OF FARM BUREAU

President Of So Many Things It Is Hard To Keep Track Of Them All, But It Is Just Play For J. G. Boyle

The president of the Berrien County Farm Bureau is J. G. Boyle who resides on a farm a few miles north of Buchanan when he can find time to do so, for Mr. Boyle is the busiest man in the county and is kept on the road most of the time looking after the various companies and organizations of which he is the guiding hand.

Besides being the president of the Farm Bureau—and that would be quite enough for most men—Mr. Boyle is also president of the St. Joe Valley Shipping Association which has a warehouse at Buchanan and another at Niles and does a volume of business amounting to \$100,000 a year, shipping live stock, handling coal in carload lots, feed, fencing and a variety of other farm supplies. This association was started originally by four granges—Moccasin, Bend-Of-The-River, Portage Prairie and Mt. Tabor. It was reorganized at the close of the war and raised \$28,000 by loan. In the past four years it has created a fund to pay off everything and last July had a surplus of about \$7,000.

Mr. Boyle is also president of the Lake Shore Fruit Growers' Association with headquarters at Sawyer. The company has a packing house at Sawyer which cost over \$10,000 to construct and is said to be one of the best in the state. It handles all kinds of fruits which are carefully guarded and packed and find ready sale wherever offered on account of the fact that buyers have come to realize that the Lake Shore brand means absolute honesty and that the contents of the package are bound to be exactly as stated on the label. This is a co-operative organization which has been remarkably successful.

But that's not all either, though, by this time even the most exacting must have concluded that no one man could do even as much as is outlined above and do it so well. But that's not all by a long shot with Boyle. He is also president of the Grower-Consumer Direct Sales Service which maintains permanent quarters on the Municipal Pier in Chicago and sells fruits and vegetables direct to the consumer in the big city. This institution is operated under the supervision of the High Cost Commission and has its unqualified endorsement. The goods arrive by truck, by steamboat and by train every morning early fresh from the orchards and the fields of Berrien County and are sold direct to the consumer who arrive at the pier early in the morning from all parts

of the big city. This business has now assumed considerable magnitude because of the fact that buyers have found they can buy cheaper through the grower-to-buyer combination and that the goods are fresher and generally of better quality than those offered for sale in the regular way. Some idea of the magnitude of this business now may be gained from the statement that in just one hour one morning last summer nearly two tons of honey was disposed of. Grapes were not plentiful in Berrien County last season but the demand for grapes was immense. To meet this demand the organization was obliged to augment its supply with twelve carloads from California.

Sweet cider is made in front of the customer every day, the apples and the process of making being in full view all of the time. Grape juice is also made in the same way, the organization being permitted to operate this department of its business under the strict supervision of the federal government. That it has never sought to evade the law in any particular is attested in the fact that no complaint has ever been registered against it.

Mr. Boyle is also a director of the State Farm Bureau, and a member of the executive committee, in fact. And in addition to all this he personally conducts the business of his own fruit farm which he is constantly enlarging. He is also a member of the Buchanan Chamber of Commerce and one of the executive committee.

All of these things are successes and it has been largely due to the far-seeing business acumen of Jesse G. Boyle. It has been intimated that Mr. Boyle has political aspirations—that some day he might be the farmer candidate for governor. If ever that comes true and Mr. Boyle makes up his mind to be governor it will require something more than ordinary to stop him. But nobody would want to stop Boyle if they once knew him. Irrespective of political affiliation they would want him to get there, realizing that such a man might well be the Moses to lead the state out of its bondage of overburdening taxation.

DO YOU RECOGNIZE THIS BUILDING?



THE OLD SCHOOL HOUSE—
BUCHANAN

SOUTH BEND BUSINESS COLLEGE

Hundreds Of Young Men And Women Properly Fitted For Service In The Industrial Life Of St. Joe Valley

The great St. Joe Valley, of which the greater part of South Berrien County is a component part, is fortunate in having such an exceptional institution as the South Bend Business College, through which its young men and young women can be properly prepared to take their places in the business life of the region.

This institution is located in admirable quarters in the very heart of South Bend and, on account of the exceptional transportation facilities which that city enjoys, may be reached from any point of the compass easily and quickly. That for those in easy reach. The fame of this college has extended so far, however, that many students come from remote parts of the United States and Canada to avail themselves of its teaching.

The school is thorough in its every aspect. A student must obey its laws and regulations and these extend into the private life of the student to the extent that the college, sensing its obligation to the parent, insists upon knowing how the student spends his or her time when not engaged in actual school work. This form of discipline may seem exacting and some may resent it. It has been found, nevertheless, that it is necessary if a boy or a girl is to get the most out of the service which the school is only too glad to render. It has for its object that making of men and women of character with a foretaste of the responsibility and the service they will be expected to render when they have gone out into the industrial world.

Institutions all over the country are always glad to get hold of a graduate of the South Bend Business College because they know from experience that they are well grounded in the essentials of their profession and that their sheepskin, whatever

it may be for, is bound to mean something. For that reason the college always has a long list of places open for worthy students and maintains a bureau for the very purpose of providing employment for its students as soon as they have graduated from its several courses.

Hundreds of young men and women all through the middle west now occupying positions of trust in great manufacturing institutions, banks, commercial houses, etc., are proud to point to the diploma they have received from the South Bend Business College and realize that if it were not for that they could not now be on the high road to success.

Warren Farm at Three Oaks (Conclusion.)

it covers slightly over 400 acres during the season.

Practically everything which is raised on the farm is fed there. It is the modern way of making the crops walk to market instead of being hauled there. But they don't even have to do that on the Warren farm for the New York Central Railroad runs right through the place and there are all the facilities necessary for loading the stock as soon as it is ready for market.

Volumes could be written upon this subject but our space is limited. The best thing we can do under the circumstances, therefore, is to urge all our readers to make a visit to Oak Meadow Farm. And even these who dwell hundreds of miles away will find it equally interesting and instructive. In our opinion the Warren farm is an outstanding example of what can be done on a Michigan farm when scientific methods are employed.

"Co-operation and loyalty to every one living in Buchanan is what we need."—Genn E. Smith.

"Let the world know how good a county Berrien is and a flood of people and a flood of money will soon begin to roll in this direction."—E. W. Kraus, Baroda.

Attend the South Bend Business COLLEGE

As hundreds of Berrien County's most representative young people have done, and prepare for a good

Office Position

Day or Evening Sessions, also Home Study Courses

Eleven courses from which to choose, ranging in time of completion from six months to twenty-four months.

The biggest, best, most popular business training school of northern Indiana and southern Michigan for forty-four years.

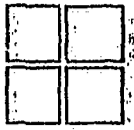
Fully accredited through the National Association of Accredited Commercial Schools.

CATALOG AND PARTICULARS FREE

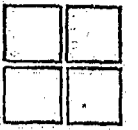
Write, call or telephone

South Bend Business College

South Bend, Indiana



BARODA



Ah! There's the Town for the Enterprising Young Man!

Oak forest invaded by the Ohas. Stahelin sawmill in 1885.

Village platted upon opening of Michigan Central branch from South Bend to St. Joe in 1889.

Postoffice and store established by A. E. Holmes 1889.

Grist mill built by Putnam Brothers in 1892.

Rapid growth from 1892 to 1895, population reached 200.

School established by consolidating two rural schools in 1893.

Odd Fellows lodge established in 1896—built hall in 1911.

Woodmen Hall burned in 1910; rebuilt of brick in 1911.

School attendance, 250.
Population 1925, 350.

Ever been to Baroda? Do you know where it is? No? Then you must be informed for you have been missing one of the best bets in South Berrien county. Well; Baroda is just a trifle north and three miles east of Bridgman on M-11. Off the main highway, you say? Nothing doing, my friend, because Baroda has a main highway of its own—the one which was the main highway for years before M-11 was ever thought of. The regular bus route between St. Joe and Michigan City, if you please.

Baroda is located on the branch of the New York Central from South Bend to St. Joe and is one of the most important shipping points on the

division. The land all about is some of the finest that ever lay out of doors. You can grow anything on Baroda land, including choicest fruits of all kinds. Baroda soil will also produce sweet potatoes of quality to make the sunny south feel ashamed of itself. There may be some poor farmers in the Baroda territory but there are no poor farms. People get rich in spite of themselves in this locality and live happy ever after.

The village, for it has been duly incorporated, was born when the old Vandalia put its branch through from South Bend to St. Joe. That was in 1889. Until that time it had been purely a farming country with no thought of a village on that particular spot. With the railroad came people, however, and Michael Houser who owned all the land thereabouts saw that a town was about to spring up in spite of him. He bowed to the inevitable and gave the railroad not only the right of way it required but also gave the newly-born bailiwick a strip alongside for a public park. He also gave anybody who would erect a house upon it a lot free and clear. And that was Baroda's accouchement.

Al. Holmes built the first

store. Then came in rapid succession Ed. Brown and Bill Parrish. About this time the people found that they would have to change baby's name for they had named it Pomona in the beginning and Michigan didn't propose to have two Pomonas in one family. A solemn convocation was held and after much deliberation, it was determined to give it the name of Baroda and so it has continued ever since for, you see, it wasn't the kind of baby the name Pomona would suit anyway.

Like all kids it had its ups and downs but it kept right on boring in until today it is in such a likely position as to justify the statement we made at the onset that if you haven't seen Baroda you have been missing one of the best bets.

Baroda has a dandy school which takes its pupils up to and including the twelfth grade. It has two splendid churches—United Brethren and German Evangelical Lutheran; the snappiest bank building, and a bank within conducted solely by farmers—quite some bank; a pickle salting station, a good lumber yard, a basket factory, a sash and blind factory, two good garages, a cider mill, a bang-up flouring mill, an independent oil company, a well

equipped cement works, several good warehouses for the shipping of farm produce, a fine little station and good shipping facilities in every direction. Of course Baroda has the usual quota of stores of all kinds, some of them as well stocked as stores in towns ten times its size.

As in other localities in South Berrien County, land can be bought in the neighborhood for much less than it is really worth. It is hoped that the attention of outsiders can be focused upon Baroda for the townspeople believe it will be for the best interest of everybody to have the very large farms cut up into smaller holdings. This will insure more intensive culture and add considerable to the sum of the neighborhood's wealth.

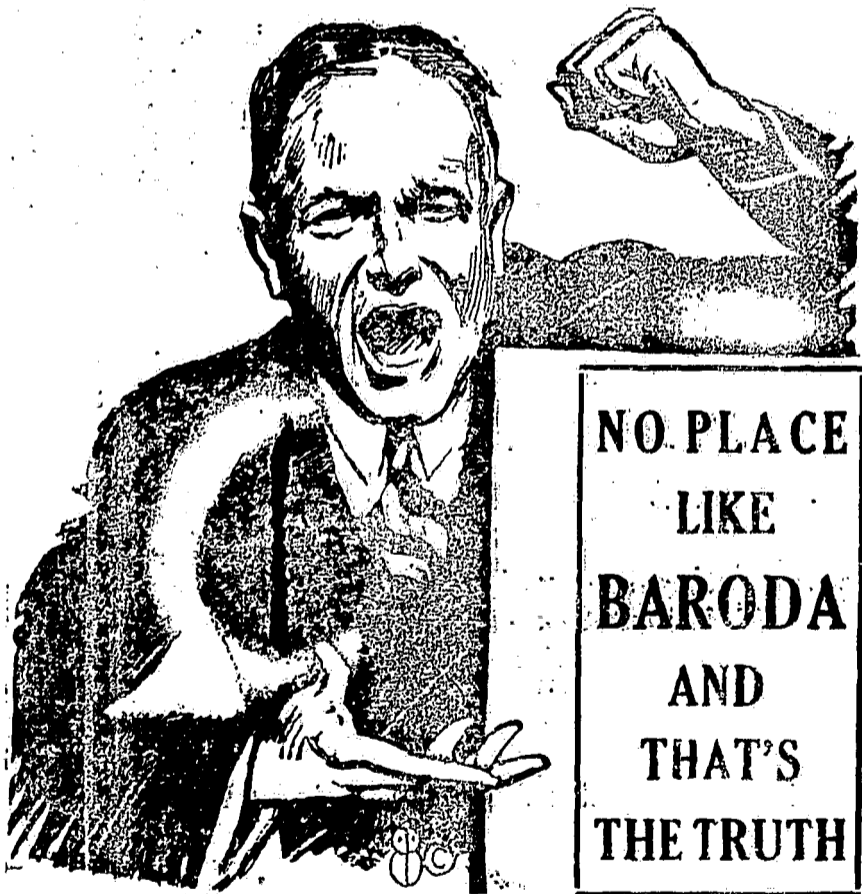
Baroda is ready to talk turkey to any sort of an enterprise which will employ labor and will welcome such with open arms.

Fruit and Live Stock

Townley—Any poultry, fruit or live stock on your place, old man?

Subdubs—Yes; an old hen of an aunt, a donkey of a nephew and two peaches who are visiting my wife.

Good printing, prompt printing at right prices at the Record.



—Write the Village Clerk for full information.

WE CANNOT EMPHASIZE THE POINT TOO STRONGLY

BARODA

IS THE HUB OF THE FINEST
FARMING LAND IN
MICHIGAN

NOW IT WANTS FACTORIES

AND OFFERS EXCEPTIONAL OPPORTUNITIES FOR THOSE SEEKING A NEW LOCATION

We Have Everything in Baroda

TWO GOOD CHURCHES, FINE SCHOOLS, A DANDY BANK, PRETTY NATURAL PARK, ALL KINDS OF RECREATIONAL OPPORTUNITIES AT TWO BEAUTIFUL LAKES. NEAR BY, STORES, RESTAURANTS, TWO GOOD GARAGES, ETC., ETC.

IF YOU ARE LOOKING FOR THE BEST LAND IN THE U. S. A. FOR GENERAL FARMING OR FOR FRUIT GROWING THIS IS THE PLACE TO STOP.

BARODA ZION EVAN CHURCH

Grew From Eight Members To
Church of Seven Hundred In
Twenty-two Years

The Evangelical Zion Church of Baroda, Mich., was founded February 16th, 1903, by eight men who desired to have a place of worship of the Lutheran order in this part of the county. The first edifice was dedicated October the 25th, 1903.

Already in the year 1921 the congregation decided to build a new house of worship as the old building did not supply enough room for the ever-increasing congregation. The new church which has a seating capacity of 650 and which represents a value of about \$50,000.—was dedicated March the 11th, 1923.

Serving about 700 people the congregation is perhaps the largest in the rural district of southern Berrien County. Besides the active members of the church there are supporting the congregation: two choirs under the leadership of our organist Mr. Von Wolfskeel; the Sunday School of 260 members of which Mr. C. Nitz is president; the Ladies' Aid, having a membership of 70 of which Mrs. Herm Schultz is president; the Young People Society with a membership of 80, Mr. Albert Melchert being president.

The running expenses of the congregation amount to \$5,000 a year.

The officers of the congregation proper at the present time are: Rev. C. Seidenberg, pastor; C. Till, finance-secretary; F. Klackle, treasurer; C. Mueller, secretary; trustees, John Reich, Henry Reisig, Jul. Roman, Fred Rennhack and Elmer Kesterke.

Rev. Beutenmueller, was the first pastor, and served the congregation faithfully and well for five years, during which time the church made marvellous growth.

It was during the pastorate of Rev. C. Howe, which continued for a period of sixteen years that the church was established firmly a sone of the leading religious institutions in this part of Michigan.

Under the present pastor, Rev. C. Seidenberg, the church continues to render service to the people of Baroda and to justify its existence in the community.

BARODA'S LEADING DEPARTMENT STORE

E. W. Kraus Carries a Complete
Stock Of General Merchandise,
Including Dry Goods, Shoes,
Groceries and Hardware

Baroda has one store of which a city of ten times its size might well feel proud. It is the department store of E. W. Kraus which was es-

tablished by Mr. Kraus in 1921.

Since that time the business has prospered and the stock has been constantly increased and now comprises all the best goods in the numerous lines handled. The store is a large one, comprising nearly four thousand feet of floor space, every inch of which is utilized.

Michigan City was the former home of the Krauses but they are now ardent supporters of their new home town. They have a host of friends all through the Baroda region who esteem it a pleasure to trade at the Kraus store, being assured always of getting the best goods at the most reasonable prices. Another thing they like about the Kraus store and that is the prompt and courteous attention they receive from the genial proprietor and his corps of clerks. This is a point Mr. Kraus insists upon from all who work for him.

"What we need now," said Mr. Kraus, "is industrial development. We have a number of good things already but we need more. It is practically settled that we are to have a garment factory soon. This will help some, but still it is not enough. We should have the canning factory which burned, rebuilt. We grow strawberries, raspberries, grapes, peaches and apples in abundance—enough to furnish the materials for a canning factory; it is a good opening for one.

"Only half a mile from town is the celebrated Dunham farm which has the largest peach orchard in Michigan—one hundred acres of peaches. The same distance away is the Baldwin-Whitten-Ackerman nurseries. And the great Beebe sater kraut farm and factory is only three miles away.

"Baroda might be called the market basket of Michigan and it would be correctly named for certainly we grow more foodstuffs than any other place I know of. Just think of it, this market basket in only 12 miles from St. Joe, 32 miles from South Bend and 88 miles from Chicago. Trucks make the run to any of these places almost while you wink. Are we well situated? I'll say we are, and there is no reason in the world why we should not go forward in seven-league boots. All we need to do is to get the Exchange Club func-

BROWN BROTHERS FORD DEALERS

Carry Full Line of Ford Products
and Genuine Ford Parts and
Have Best Equipped Machine
Shop in These Parts

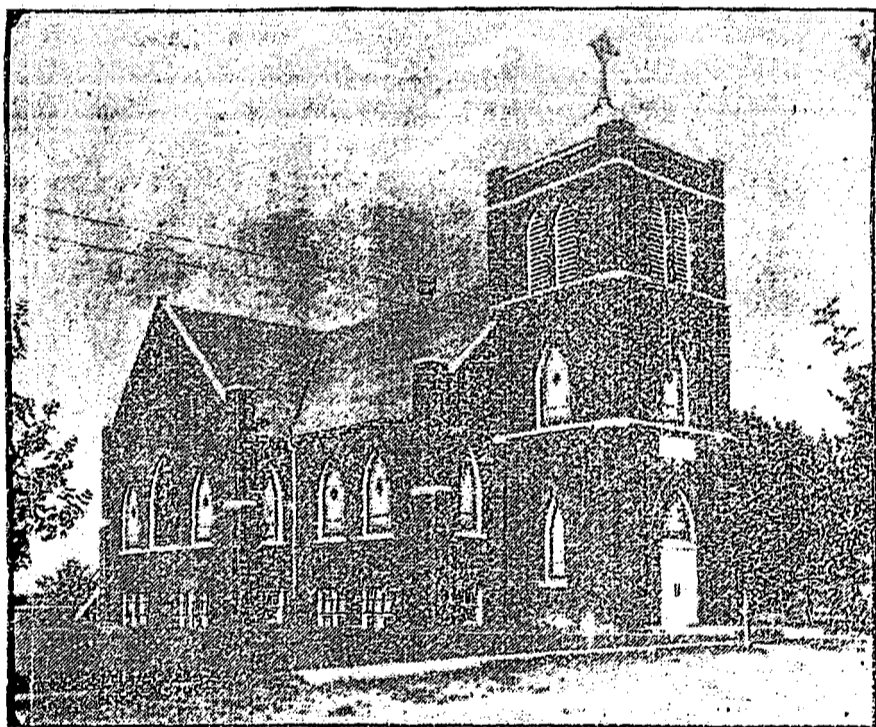
Brown Brothers, F. E. and L. D., operate a Ford Garage in Baroda and carry a full line of the industrial wizard's products including genuine Ford parts.

The partnership was organized in 1923 in very modest quarters but the business has grown to such an extent that over 3000 square feet of floor space is now required and, in addition there will be erected in the immediate future another building which will have a floor space area of 2000 square feet. In addition to this the company has plenty of yard space for parking and storage.

The remarkable thing about this establishment is the machine shop which is equipped with every modern device and requirement for the speedy handling of repair work and the most skilful mechanics to do the work. Repairing batteries is also included.

It is the service department of their business which receives the closest attention of the brothers. This means service night and day and a wrecking car which is subject to call at any moment and to go any distance to help the unfortunate motorist out of his difficulties.

(Continued on next page.)



BARADO ZION EVANGELICAL CHURCH

J. M. RAAS

All Kinds Of

Farming Implements

Wagons and Tractors. Sprayers, Pumps, Oil and Twine.
Rudy Furnaces. DeLaval Cream Separators.

Buyer of Peppermint Oil.

Stoughton Trucks. Sherwin Williams Paint

Baroda, Michigan

E. H. SWOPE

MANUFACTURER OF

High Grade Cement Blocks,
Cement Posts, Brick,
Block Silos, Draining
Tile, Dun Building Tile
and Ornamental Work

No Contract Too Large for Us to Undertake

Additional Power Machinery Just Installed

Your Patronage Solicited

BARODA

First, Last and All the Time

BANKING HOUSE WORTH WHILE

Baroda Has Safe and Sound Bank-
ing House Installed In Fine
Building

There is no discount on the Baroda State Bank, the only bank in Michigan, perhaps, established and conducted solely by farmers and run so well that it is not only pointed to with pride by the department but has made itself the envy of banks in other and much larger places.

The bank was established in 1920 by the following men, every one of whom is a Berrien County farmer: C. J. Till, president; Cleon Miller, vice-president; Frank Bihlmire, vice-president; E. A. Boal, Albert Shafer, Fred Heyn, directors. Richard Tollas, is the cashier. Of the latter it might be said that he, too, is a farmer, having been born on a Berrien county farm not far away and upon which he has spent all of his life except the time he was away getting his education. He entered the bank two years ago in a minor position and has passed through the various grades of promotion until reaching the place of cashier. It is claimed that he is one of the youngest bank cashiers in Michigan.

The bank has a capital and surplus of \$24,000 and its last statement shows that it had on deposit \$207,104.75. It pays four per cent on deposits and carries saving deposits to the extent of \$34,966.03. This in itself is considered unusual in a place the size of Baroda and shows the thriftiness of its people.

The building is one of the handsomest bank buildings in the county. It is a two story building of pressed brick with sandstone trimmings, ornate in design and occupying one of the most prominent corners in the village. The interior is fitted with every banking convenience. It is not the building alone which attracts people to this bank however. It is the uniform courtesy of its officers and directors—the splendid comradeship which is exercised alike with men in all stations of life. The bank is

out to help Baroda quite as much as Baroda can help the bank. It is for every civic improvement and can be relied upon at all times to do its share in every forward movement. Baroda is to be congratulated upon having such a fine and such a worthy institution.

TOLLAS BROTHERS VERY POPULAR

Carries a Full Line of General Merchandise and Specialize in
Choicest Fruits in Season

When E. A. Tollas and his brother, H. Tollas, opened a new store in Baroda in October there were those who wagged their heads and declared it was a questionable venture. They did not take into account that H. Tollas had behind him several years of experience in merchandising and had made hosts of friends while thus engaged, all of whom felt it incumbent upon them to place their business with the Tollas Brothers.

The result of this has been that the store has established a record for quickly acquired results never before reached in this locality. By reason of their close attention to every detail of their business this is being augmented from day to day and the Tollas store is becoming known favorably far outside its regular trading area.

The slogan the boys have adopted is one of compelling force. When strictly lived up to, as it is in their case, it never fails to produce results. It is this: "Highest quality merchandise at fair prices and prompt service." Besides this the boys make it a point to stand back of every purchase and are ready to make everything as right as a trivet at all times.

Brown Brothers Ford Dealers (Conclusion.)

Brown Brothers are both young men fully imbued with the spirit

which moves mountains and builds cities. They are in love with Baroda and propose to do everything in their power to further its interests. Their page advertisement in this number is practical evidence of their faith in the community. Both of them are members of the B. P. O. E. and are proud of their membership in the organization.

Asked what they considered the best thing for Baroda in order to promote her interests they replied in unison "Patronize home industries and home merchants and let there be perfect harmony and co-operation in everything we undertake for the general good."

REICH'S POPULAR PLACE TO TRADE

Have a Fine Store Filled with General Merchandise and Enjoy a
Splendid Run of Business

Of the many splendid places to trade in Baroda none is more popular than the establishment of J. J. Reich.

Here will be found at all times a complete stock of staple and fancy groceries, dry goods, notions and, in season, the choicest of fresh fruits. Of the latter there is always carried in stock a larger supply than any other house in Baroda offers.

Mr. Reich is a native of Berrien county, having been brought up on a farm not far away from the village. Three years ago he purchased the stock of Raymond Kenney who had purchased the stock from another party two years previous. Since embarking in business Mr. Reich has been remarkably successful and has come to be regarded as one of Baroda's solid and substantial citizens. He is a member of the village council and gives faithful service to his fellow townsmen in that capacity.

It is not unlikely that his fellow citizens will show their appreciation of his efforts in their behalf by promoting him to a higher position when the opportunity presents itself.

BARODA MAKES CEMENT BLOCKS

One of the Leading Industries of the Village Conducted by Men Who
Are Out for Baroda First,
Last and All the Time

E. H. Swope is the owner and general manager of one of the best cement block establishments in the county and enjoys a large trade because of the superior quality of his product. This is made possible because of the fact that Mr. Swope has a gravel pit of his own a short distance from the village which furnishes him raw material for his purpose of the best possible quality. The quality of this deposit is so high that much of it is sold to the road commissioners for the county roads.

Mr. Swope started in business in 1910 in a small building with only 600 feet of floor space. He erected a modern and completely equipped plant as the business continued to grow and now has over 5000 feet of floor space besides yard capacity of four by eighteen rods.

The output of the factory comprises cement blocks, cement posts, brick, block silos, drain tile and the celebrated "Duntile," besides all kinds of ornamental work on special order. The output goes chiefly to various supply houses throughout the county, although special orders for individuals receive prompt and efficient attention.

Mr. Swope is a valued member of the village council and is glad to give his fellow citizens the benefit of his services in this regard without hope of reward. He is a Baroda booster and believes that a publication such as this one will go far toward giving Baroda that prominence and notoriety to which she is justly entitled.

Detroit Plans Polar Flight

Detroit, Mich.—Edward S. Evans, financier, announced plans for a flight to the North pole to be made next spring with the object of finding uncharted lands and claiming them for the United States.

J. J. REICH

General Merchandise

PHONE, BARODA 63

BARODA, MICHIGAN

OUR STOCK IS ALWAYS NEW AND
UP-TO-DATE AND COMPRISES

STAPLE AND FANCY GROCERIES, DRY GOODS,
NOTIONS AND CHOICEST
FRUITS IN SEASON

FLOUR, FEED AND SALT IN ANY QUANTITIES

"BOOST"

Baroda and South Berrien County

KRAUS' CASH STORE

Baroda, Mich.

The Store With a Million Dollar Smile!

The Home of the following most reliable well known merchandise:

STAR BRAND SHOES, MUNSING WEAR UNDERWEAR, ROLLINS HOSIERY, BALL BAND FOOTWEAR, MONARCH BRAND CANNED GOODS, H. D. LEE UNION ALLS AND OVERALLS, BLUE GRASS HARDWARE

and all the other goods carried in this store are equal in quality to those mentioned above at prices that are no sacrifice in quality but a concession in price. When you buy anything, no matter how small your purchase, you must be pleased or your money is returned to you. There is no compromise.

We operate the only general CASH store in Berrien county at the lowest overhead expense, quickest turnover, hence lowest cash prices, and are also the only store in Southern Michigan which, besides the favorable prices afore mentioned, passes on to its trade the discount earned by cash payments in giving S & H Green Trading Stamps.

SECURITY

SERVICE

"THE BANK FOR EVERYBODY"

Baroda State Bank

Capital and Surplus \$24,000.00

BARODA, MICH.

4 Per Cent Paid on Deposits



We solicit your business with the assurance that your account, large or small, will be given uniform attention.

OFFICERS AND DIRECTORS

C. J. TILL, President

CLEON MILLER, Vice President

FRANK BIHLMIRE, Vice President

RICHARD R. TOLLAS, Cashier

DIRECTORS:---C. J. Till, Cleon Miller, Frank Bihlmire, E. A. Boal, Albert Shafer, Fred Heyn, Richard R. Tollas.

SOUNDNESS

SATISFACTION

SASH, DOORS, ETC. MADE IN BARODA

Well Equipped Woodworking Shop
Manufactures These and Does
All Sorts of Custom Work

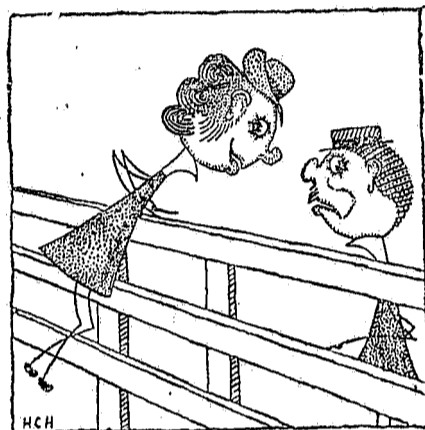
J. H. Mathieu is at the head of the wood-working shop in Baroda and is kept busy turning out sash, doors and blinds for the regular trade and executing special orders.

The Mathieu shop is equipped with every modern device for the expert handling of this class of work and the product turned out is eagerly sought by the dealers because of the fact that only the very best white pine is used in its manufacture. The sash are all glazed by experts before leaving the shop, the very best quality of glass being used for the purpose.

Recently a new improved sash and door sticker and a new tenenting machine have been installed so that the output of the factory has been increased over one hundred per cent.

Mr. Mathieu came to Baroda from Bridgman where he was formerly in business and is now out for Baroda to make it one of the best towns in the county.

THINGS LITERALLY



"Then, you haven't decided yet?"
"Don't you see where I am?"

BARODA COAL AND LUMBER COMPANY

Has Complete Line of Building Material, Builders' Hardware, Paints, Posts, Fencing, Fruit Packages

The Baroda Coal and Lumber Company has a well-stocked yard of all kinds of building materials, and carries in addition a full line of builders' hardware, the celebrated Devco paints, glass etc.

In addition to the above the company also carries posts, fencing, fruit packages, etc., and manufactures a special line of knock-down berry crates for which there is always a

good demand.

The business was established in 1914 by Fred Kull, W. H. Gast and Robert Lisky. They continued until 1917 when the interest of Kull was purchased by Emil F. Nitz and that of Lisky by Chas. H. Priebe. Mr. Gast retained his interest in the business. The active management of the business is in the hands of Messrs. Nitz and Priebe.

Like most business ventures which have been successful the business had a very modest beginning. A very small space was required to house it. Today, however, there is 231 feet of frontage on the main street and extending back a distance of 132 feet, pretty nearly every inch of which is covered with necessary and suitable buildings. Besides this the company owns three lots facing

on the railroad so that it will always be assured of adequate shipping facilities.

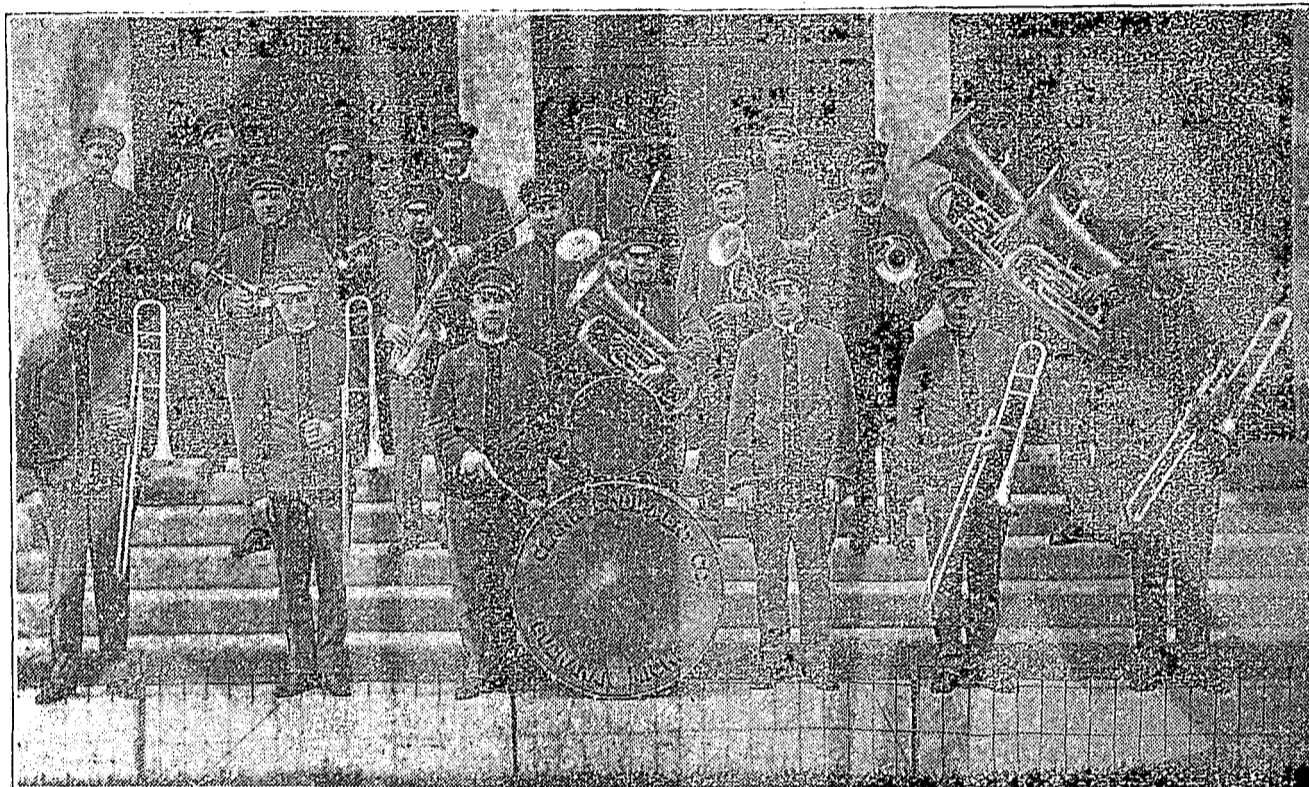
"All our materials are guaranteed and we are right here on the job at all times to rectify errors if any occur," said Mr. Nitz. "You bet your life I am willing to tell you what I think would be for the best interest of Baroda or any other place for that matter. It is this: Trade at home and help build up your own community."

Geometrics of Fashion

"The absence of corsets has changed the appearance of women."

"Yes," admitted Miss Cayenne. "We now represent a parallelogram instead of a pair of isosceles triangles."

THE CLARK BAND



A MUSICAL ORGANIZATION WHICH HAS CONTRIBUTED MUCH TOWARD BUCHANAN'S RECREATIONAL LIFE.

W. H. GAST

EMIL F. NITZ, Mgr.

CHAS. H. PRIEBE

BARODA COAL & LUMBER CO.

BUILDING MATERIAL

Posts - Fencing - Coal - Fruit Packages

All our material guaranteed and we are here to rectify all errors. Trade at home and help build up your own community.

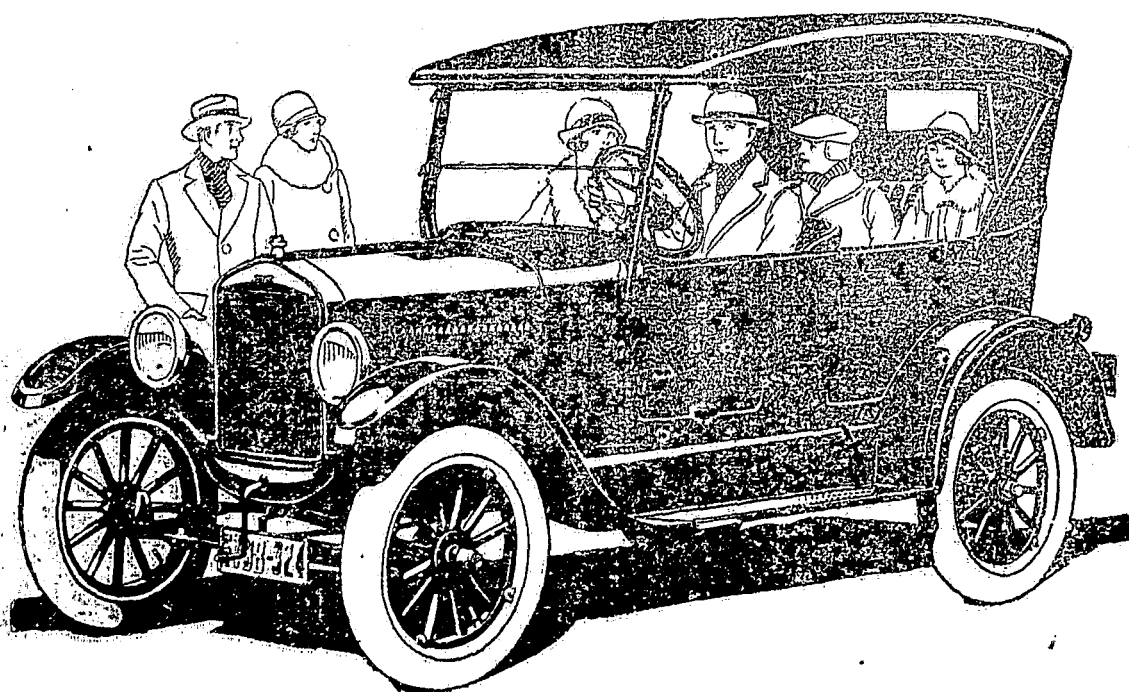
Phone Baroda 29-F3

Baroda, Michigan

BROWN BROTHERS

Baroda, Mich.

DEALERS IN ALL FORD PRODUCTS



Best Equipped Repair Shop in the Territory.

Prompt Service and Satisfactory Results.

Night and Day Service Anywhere With Fully Equipped
Wrecking Outfit.

LESTER D. BROWN, Pres.
CARL A. STAHELIN, Vice-Pres.

AUGUST F. SCHULTZ, Gen. Mgr.

EDGAR HOWARD, Sec'y.
FOREST E. BROWN, Treas.

St. Joe Valley Oil Co., Inc.

(Incorporated for \$25,000)

DIXIE OIL AND
GASOLINE

Independent Wholesale and Retail Distributors of
GASOLINE - KEROSENE - DISTILLATE - MOTOR OIL - FUEL OIL

DIXIE GREASE AND
MOBIL OIL

Storage capacity of 35,000 gallons. Modern unloading device on track.
St. Joe Valley for territory

We Are Boosters for Baroda and South Berrien County

DEALS IN BEST OF FARM IMPLEMENTS

J. M. Raas Has Been Engaged In
The Business in Baroda For
Many Years and Is Highly
Respected

Farmers of Baroda are to be congratulated that they have an institution so well equipped to attend to their needs as the Raas establishment is.

The line carried comprises wagons and tractors, sprayers, pumps, oils and twine, Rudy furnaces, DeLaval separators, Stoughton trucks; in fact, all kinds of farm implements. In addition a full line of the Sherwin-Williams paints is carried and Mr. Raas, who is known as the Peppermint King, also buys peppermint oil in any quantity at all times. This year he has purchased over \$75,000 worth and is ready to take all that may be offered.

Mr. Raas was bred and born in the Baroda neighborhood, his father having been one of the very earliest settlers, coming here from Germany in 1865. He established his business in 1900 and has given to the Baroda people twenty-five years of faithful and efficient service. In 1910 fire swept out his business causing him to lose \$30,000. Nothing daunted, he soon reestablished himself and has had the satisfaction of recouping his losses and of seeing his business placed upon a solid basis with promise that it will continue to grow and prosper.

As might be expected Mr. Raas is one of Baroda's most enthusiastic boosters and proposes to do everything in his power to help her achieve her manifest destiny.

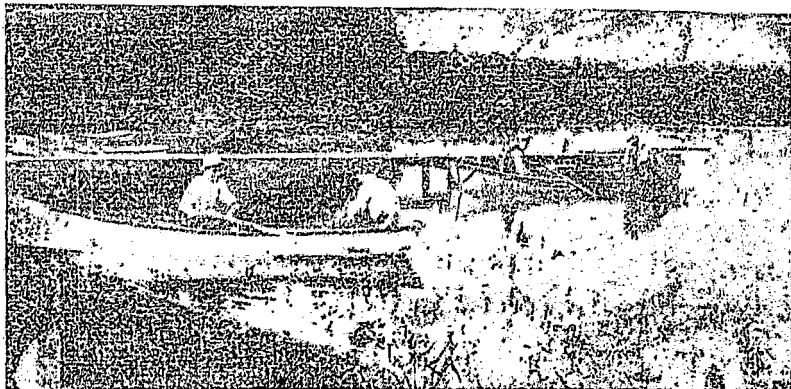
POPULAR MEAT MAN OF BARODA

The Greiffendorf Market Carries a
Full Line of Choice Meats
At All Times

A. H. Greiffendorf is the purveyor of meats to the Baroda people who insist upon having the very best there is to be had in this particular line and Greiffendorf always has it for them.

The Sanitary market—that's its cognomen—was established in 1923 and when that happened Stevensville lost a mighty good butcher. It was sorry to see him go, but glad to realize that one of its native sons was about to embark in business for himself in what it believed was a good location. So it proved to be and right from the beginning Greiffendorf made good.

Mr. Greiffendorf is an enthusiastic member of the Baroda Exchange Club which hopes some day to be as energetic and useful as is the Booster Club at Bridgman. Just at present the Exchange Club is in process of reorganization and it is hoped to bring into its fold not only every business man in Baroda but every farmer also for miles around. With such an organization it is planned to put Baroda on the map.

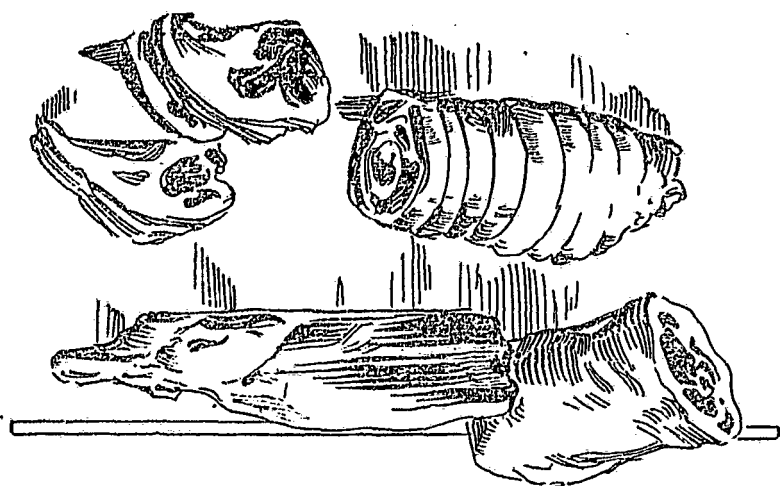


FISHING IS GOOD AT CLEAR LAKE

GREIFFENDORF'S

SANITARY MARKET

Quality Meats



*Get the Best Here
Without Paying Most*

YOU DON'T HAVE TO PAY EXORBITANT PRICES TO GET QUALITY MEATS, NOT IF YOU TRADE AT GREIFFENDORF'S. DELICIOUS CUTS OF THE FINEST MEATS AT PRICES THAT ALLOW YOU TO EAT AS MUCH AS YOU DESIRE.

Greiffendorf's Meat Market
Baroda

E. A. Tollas

H. Tollas

FAIR PRICES AND PROMPT SERVICE

TOLLAS BROTHERS

General Merchandise

BARODA, MICHIGAN

People of the Baroda territory can rely upon us at all times to carry the very best merchandise at the most reasonable prices. Our stock comprises

GROCERIES, — HARDWARE

SHOES, NOTIONS, ETC

Count On Us Always To

BOOST

SOUTH BERRIEN COUNTY

BARODA

Woodworking Shop

JOHN H. MATHIEU, Prop.

Sash
Doors
Blinds
Screens
Etc.

On contract and Special Orders

—BEST GLASS, HIGHEST CLASS WHITE PINE—

Telephone 56

Baroda, Mich.

Sec. Al Charles of Buchanan Chamber of Com.

This is a story of Al Charles, the painstaking and efficient secretary of the Buchanan Chamber of Commerce, printed because the story of Buchanan would not be complete without reference to the man who has done so much to keep Buchanan on the map and is willing to do much more to help it to advance to the high position he thinks it ought to occupy.

Mr. Charles is an arduous student of things pertaining to city government and the industrial development. He makes it a point to keep in close contact with those elements which have been demonstrated to be the most effective for this purpose and many of the things which Buchanan now enjoys have been due almost entirely to his tireless efforts.

At the present Mr. Charles is concerned about the housing situation in Buchanan and feels that it is a subject which should interest every citizen who wishes to see Buchanan continue to grow and prosper.

"If we had more houses," says Mr. Charles, "we could have more factories. There can be no further industrial expansion until the house shortage is taken care of. The manufacturers who are already here find it difficult to keep their help under the present conditions and, certainly none of them feel like taking further chances in this direction.

"They have built houses for their help to some extent but this is not their business and they feel, and rightfully, too, that they should not be called upon for further exploitation of this kind. They think it is up to the people of Buchanan themselves to supply this need and it is plain that something must be done. The Chamber of Commerce is going to make the housing question one of the important phases of its activity for the coming year and hopes to evolve a plan which will meet with the approval of the citizens in general."

Mr. Charles has had a wide experience, having been engaged for some 15 years in the fruit growing industry in Berrien County. Before that time he was also engaged in fruit growing in Oceana County. He is a graduate of the University of Minnesota, having been born in the city of Minneapolis, in which place he spent his young manhood. Mr. Charles was one of the organizers of the Kiwanis Club and served as its secretary for two years. He is now the senior justice of the peace, all of the more important cases being brought before him for trial. He is for law and order, yet tempers mercy with justice and never fails to temper the wind to the shorn lamb whenever it becomes apparent that reformation may be possible. In that

event the unfortunate one gets his chance but woe betide him if he continues to walk in the broader path. His next appearance before the justice is sure to be followed by condign punishment. This attitude on the part of Judge Charles is well known to offenders and they make it a point to steer clear of Buchanan.

Judge Charles has an interesting family of a wife and two daughters. One of the daughters, Miss Alice, is a student at the Michigan State College, having an ambition to become a journalist, for which she has undoubted aptitude. The other daughter, Miss Dorothy, is a sophomore in the Buchanan High School.

Mr. and Mrs. Charles have many friends in Buchanan, their home being the mecca for those who are interested in music and literature and who love to discuss the more serious problems of life. Mrs. Charles has had a wide training in life's philosophies, her father having been a minister for many years who took exceptional interest in the education and broader development of his children.

Much of the work upon this edition has been made possible through the kindly assistance of Mr. Charles, who has done everything in his power to make it a success. Needless to say, he has earned the undying gratitude of the publishers and the men of the Municipal Publicity Service who were charged with the duty of getting it out.

Many of the friends of Mr. Charles hope to see him some day postmaster of Buchanan, a position which he is eminently qualified to fill and which would be in some small way a reward for the faithful service he has given to the village.

ALL ABOARD!

LET'S GO!

There is every indication at the present time Buchanan is bound for a tremendous boom—that there is more than a possibility the population is going to jump by leaps and bounds until within two years we have increased it to ten thousand!

Within the past few weeks things have happened in Buchanan which warrants this assertion and the steps in the direction of a bigger and better Buchanan have been so carefully taken, there is scarcely a chance for the calculations to go astray. At the stockholders meeting of the Campbell Transmission Company it was voted to increase the capital stock of the company to one million dollars and it was decided by the board of directors as soon as their plans had been endorsed, to take steps to go into production right here in Buchanan. That, means the erection of more factory buildings and the employment of from five hundred to one thousand more men. The only thing which stands in the way is the scarcity of

(Continued on next page.)

Childs' Funeral Home

Buchanan, Michigan

A Modern Mortuary

Fully Prepared and Completely
Equipped for all Calls.

Phone 323

Ambulance Service

Home Sweet Home!

THERE'S NO PLACE LIKE HOME. That's what you would surely think if you were fortunate enough to inhabit one of the charming residences with which Buchanan abounds. Look where you will within the confines of the city, and you will surely be impressed by the spacious and beautiful residences which confront you on every hand. Some of these are stately mansions of a day long since gone—antiques of ever-increasing value standing out proudly and unashamed in a companionship of severest modernity. Fortunately for these beautiful old homes, there is no immediate danger of the commercial encroachment, and long after such homes have disappeared in the larger cities, these will remain to remind us of the days before the war and of days even farther back than that—of the days before Michigan became a state. Thanks to the photographer's art we are able to reproduce a few of these. What would you think of calling at one of these places upon New Year's Day, let us say? You heard something tinkle, did you say? Your hearing is good, my friend. You are harking back to a day long before it was found necessary to regulate men's habits by law. And there were giants in those days in spite of it—intellectual giants, and for statesmen and warriors, the world has never seen the like. They lived in these stately homes—they built them; they partook of their stately grandeur; they gave to us the warp and the woof out of which we have built a nation—the noblest, grandest, proudest nation in all the universe.

DICK REVERED EARLY PIONEER

Prominent Insurance Man and
Leading Democrat—Postmaster
Under Cleveland.

Of the earlier pioneers of Buchanan none are more noted than John C. Dick from the fact that he was one of the foremost men taking a prominent part in the

earlier development of the village. Mr. Dick was a justice of the peace for many years. He has also been a leading insurance underwriter for many years and has had numbers of Buchanan estates to administer, to the great advantage of all those interested.

In the earlier days Mr. Dick was one of the most forceful Democrats in this vicinity and as a reward for his interest and hard work for the democracy was given the appointment as postmaster during the Cleveland second administration, retiring from the office at the ad-

vent of the McKinley administration with a splendid record for efficiency.

Since that time he has confined his attention exclusively to his insurance and other office duties, but can be relied upon in spite of that fact to take an active part in every movement for the betterment of Buchanan. For a number of years Mr. Dick served as secretary of a building and loan association which was organized for a certain period and then closed up its affairs. The present splendid organization owes its success largely to the constructive work he performed in the earlier effort. He feels now, however, that times have changed materially and it is now necessary to adopt different measures in order to make the organization of continuing value to the citizens of Buchanan. He deprecates the fact that many of Buchanan's people have been induced to invest their money in outside building and loan associations instead of putting that money to work for Buchanan through their own building and loan association, and thinks that Buchanan will continue to suffer as long as that practice is continued.

He believes it would be wise for the Chamber of Commerce and the dinner clubs to take up this matter with a view to arriving at some sort of a solution of the problem—agreeing upon a policy and everybody pledging themselves to adhere to it, all with a view to accomplishing for Buchanan the fullest measure of exploitation along safe and not too conservative lines.

A veteran of the Civil War, Mr. Dick enjoys a wide acquaintance throughout the county, having been a member of the G. A. R. for many years. He has occupied practically every office in that organization, in all of which he earned the gratitude and esteem of his comrades. Mr. Dick is the only surviving charter member of the G. A. R. post in Buchanan.

All Aboard! Let's Go! (Conclusion.)

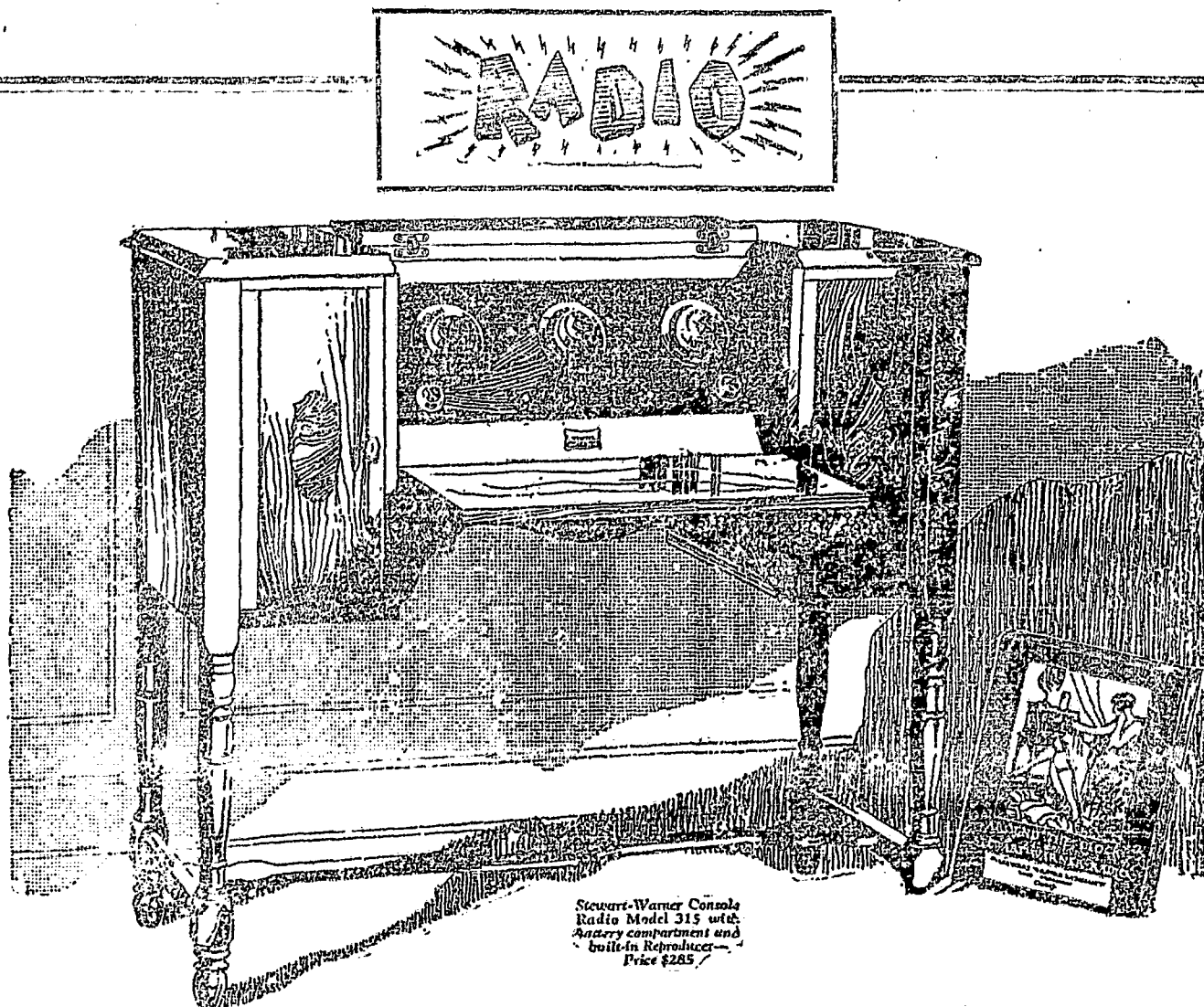
houses, but now that people are assured they will be able to sell

or rent homes as fast as they are constructed, there is no doubt they will be built. There is plenty of money in Buchanan. Most of it, however, has been going outside for investment and Buchanan has suffered in consequence. One concern alone outside of Buchanan has taken over a quarter of a million dollars out of this town, and one building and loan concern in South Bend takes hundreds of thousands of dollars out of Buchanan right along. This money is employed in building up South Bend when it should, by right, be employed in building up Buchanan.

It is plainly apparent that we must be willing to forsake our old ways if we expect to get anywhere. And now is the time to begin. It may go hard with some of us to adjust ourselves to the new-fangled ideas, but they are inevitable. They will come sure as shooting after we have gone. Why obstruct them now? Why not, rather, have them come while we are still alive and have a chance to enjoy them? Whether we are willing or not (this is the age of the served. If we object too strenuously they will run their car of progress over us and when that happens we shall find ourselves effectually squelched.

Come on now, snap out of it. The Buchanan special is on its way. You still have a chance to get aboard. Climb on; there is always something you can do to help.

Good printing at The Record.



STEWART WARNER
Sales

RADIO LA
Service

Most Complete Line of Radios and Accessories in Buchanan

The RADIO MART

Buchanan

At MOYER'S MUSIC STORE

Michigan

Michigan a Veritable Paradise In Good, Old Summer Time.

Hitherto Berrien county has done little to attract the summer visitor. It has been content to be known and recognized as one of the banner fruit counties of Michigan and has given little thought to the fact that within her borders lay the potentialities of the popular resort region.

Michigan Has Awakened

But Michigan has awakened from her lethargy and Berrien county has now developed the impulse to get into the running. This year Michigan spent hundreds of thousands of dollars to attract the summer tourist. She is detailing at length stories of her advantages, and the best of it is that Michigan has them to detail. No other state in the union, in fact, can compare with Michigan as a summerland. Here there are always cool breezes wafted in from the inland seas which surround us. Here will be found bodies of water which are perfect mirrors of happiness, majestic rivers whose shores are lined with the sturdy oaks and elms Dame Nature gave to us so abundantly. Here are the never-ending rows of fruit trees laden with the "Fruit with Flavor." Here is the home of the luscious peach which is again coming into its own. And with all these things Berrien county is singularly blessed.

Charming Vistas Delight the Eye

Some of the most charming vistas in the world will be found throughout St. Joe River Valley and up and down the shores of the St. Joseph river. Likewise there are bits of landscape to charm the eye amid the hills which surround her towns and villages in any direction one desires to turn. And best of all, the lakes and rivers teem with gamey fish awaiting the skill of the angler to entice them from their natural habitat. And in the woods will be found all kinds of game birds, so that in very truth this can be dubbed the sportsman's paradise.

Within the past year the attention of many people to the south of us have been focused on Michigan and particularly upon this section of it. Good roads lead to all the beauty spots of Berrien county, the people of the county having early learned the lesson that transportation means everything in the development of a country and that with easy

access to these choice summer vacation spots, sooner or later the summer visitor would find them out. But they have not relied on this alone. In various ways they have invested in publicity, having learned also the lesson of tooting their own horn.

Reach People Who Have Never Heard of Berrien County

Such lessons as this one, which is being given by the Buchanan Chamber of Commerce, will go a long way toward achieving for Berrien county the desired results. This paper will go into the hands of people who never before heard of Berrien county and they will become interested, many of them to the extent that they will jump into the car and head for the summerland so charmingly described. Berrien county has nothing to fear from such an investigation. She has everything which we have said she has and much more. Indeed, it is beyond the power of words to describe her beauties. We may tell of her advantages but to picture her beauties would tax the skill of a Michael Angelo.

We do not have at hand the exact figures as to the number of cottagers who are already taking advantage of our summer attractions. We do know, however, that no one has ever come here who was not entirely satisfied and came again. Some have come several years in succession rather hoping to find a reason why they should go elsewhere another year. Some have even gone elsewhere for a brief trial. But almost invariably they come back and now many are buying lots along the lakes and rivers and are building upon them pretty homes, evidence that they are satisfied and will be with us permanently in the future. Thousands more will be attracted and induced to do likewise.

Vast Amount of Money Headed This Way

The amount of money brought into the state every year by summer visitors is reckoned in the millions and the amount whatever it may be, is constantly increasing. This is added wealth which the state would never see otherwise. Such wealth is the chief income in Florida and California. These states are being built up on the money derived from their winter resorts and being built up in such a substantial and artistic manner as to challenge the

Will Some Enterprising Firm Find a Bonanza?

The bonanza is here to be found. That's a cinch. Buchanan needs more houses. Everybody says so and all the evidence obtainable seems to warrant the assertion.

One of the factories in Buchanan is obliged to provide transportation for many of its men who dwell in outside towns and villages because they cannot find homes in Buchanan. This particular institution attempted to relieve the shortage by building a number of houses on what is known as Liberty Heights, an eminence on the east side. They were classy homes too—constructed on pleasing lines and equipped with every modern convenience. Of course they were all filled up instantly and have remained so ever since. But building houses is not this company's business and it feels—quite reasonably, too—that it has done its share in that direction.

This plea, therefore, is directed more particularly to men who are engaged in the business of building houses for rent or sale, with the assurance that they can travel far and fare worse than they would right here in Buchanan. The houses wanted mostly are from four to

six room houses, some of which should be fully equipped with furnace, bath, sewer and gas connections and electric lights. Others may be just the bare houses, giving the purchasers thereof the opportunity to install these things as they feel they can afford to.

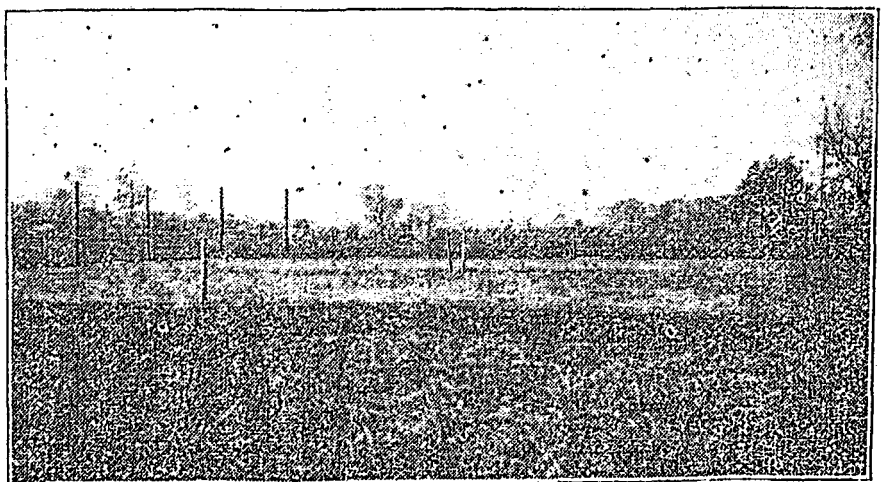
Such houses would sell for from \$2,500 to \$3,500 each, we are credibly informed, on the small payment down plan, with monthly installments including principal and interest, until paid out. Arrangements could be made for placing first mortgages when fifty per cent of the value has been paid in. There is room in Buchanan for from one hundred to three hundred of such houses, so that it would make a nice job for somebody.

In this connection it must be remembered that South Bend, which is only fourteen miles away, and Niles only five miles off, are both suffering in the same way. Hundreds of men working in the factories in those towns would be glad to live in Buchanan and drive back and forth in their flivvers every day. There are many reasons why they should. The drive back and forth is good for their health. The home folks will live better, have purer air and more congenial surroundings than they would in the larger places. It is believed they can live cheaper, and yet they can have all the educational and recreational facilities they could have in the larger cities, for Buchanan is no Sleepy Hollow by any means. Under these considerations three hundred new houses for Buchanan is not too much to ask for. It is believed they would be snapped up as quickly as they were finished.

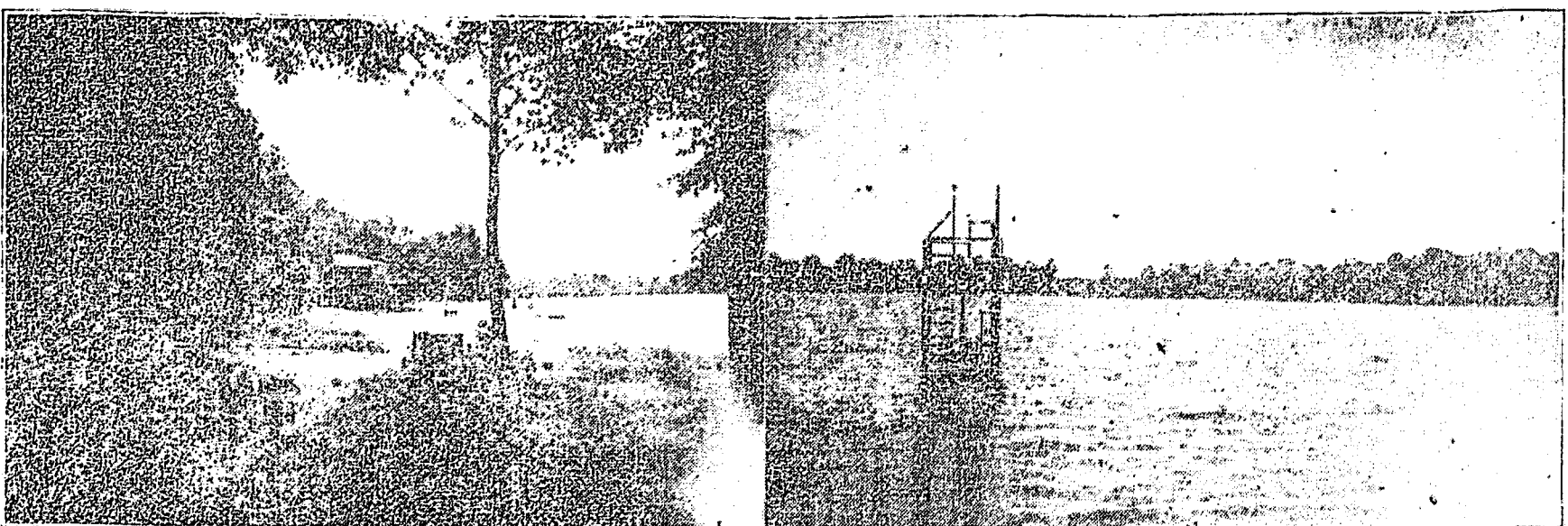
Now, who is going to be the lucky man or firm to snap off this juicy melon?

admiration of the northern visitor who contributes so liberally to the program.

What is true of these states may also be true of Michigan and it behooves Berrien county—the prettiest part of it all—to bestir itself and get its share of this unearned increment. To do this is one of the missions of this Chamber of Commerce Special. This is one of the objects of this publication. And so we say to the stranger knocking at the gate: "Come in; you will find it just as we have told you—the most delightful spot of all God's footstool."



BUCHANAN'S ATHLETIC FIELD



CLEAR LAKE—BUCHANAN