

# IONIA'S LIVE WIRES

This new 1925 Directory is Delivered to all Rural Homes in the Ionia Territory Free of Charge through the Support and Co-Operation of the Business and Professional Men and Firms of Ionia, who Appreciate Your Patronage.

## Artesian Wells

Lloyd D. Ferguson

## Agricultural Implements

C. Brunn & Sons

## Auctioneers

Ralph Westbrook, R. D. No. 7

## Auto Batteries

Ionia Battery Shop  
C. H. Schild

## Auto Garages

Alexander Garages

## Authorized Ford Agency

Ogilvie Auto Co.

## Automobile Dealers

C. Brunn & Sons  
K. L. Cobb  
Gargette Chevrolet Co.  
Ogilvie Auto Co.

## Automobile Insurance

The Wardle Agency

## Auto Parts

Dodge Brothers Sales & Service  
C. Brunn & Sons  
Ogilvie Auto Co.  
Ionia Battery Co.  
Ionia Hardware Co.  
Allen Bros. Dept. Store  
C. B. Jacks

## Auto Tires

C. Brunn & Sons  
K. L. Cobb  
Gargette Chevrolet Co.  
Ionia Hardware Co.  
Ionia Battery Shop  
Lee Phelps  
National & Ionia Shoe Repair Co.

## Auto Trimming and Tops

R. M. Cheney

## Auto Urban Station

At the Cook and Geddis Restaurant

## Banks

The National Bank  
State Savings Bank

## Bed and Bedding

Davidson Furniture Co.

## Blacksmiths

Scheidt Bros.

## Boots and Shoes

The Hub  
Quinn Bootery

## Building Material

Marshall Wright Lumber Co.  
The Builders Supply Co.

## Builders Hardware

Ionia Hardware Co.  
The Builders Supply Co.

## Burial Vaults

J. H. Shell

## Cash Grocery

C. Thomas Stores

## Cement, Lime, etc.

The Builders Supply Co.  
Marshall Wright Lumber Co.

## Chiropractor

J. A. Corbett

## Clothing Manufacturers

Universal Garment Co.

## Cold Storage

R. L. Redemsky

## Concrete Burial Vaults

J. H. Shell

## Creamery

Ionia Creamery Co.

## Dealer in Everything

C. B. Jacks

## Dentists

See Page 51

## Department Stores

Allen Brothers  
Quality Store

## Druggists

Smith and Smith & McSween  
H. K. Campbell

## Dry Goods

Allen Brothers  
Quality Store

## Electric Farm Lights

M. A. Defendorf

## Elevator

M. C. Stout Elevator Co.

## Everlasting Burial Vaults

J. H. Shell

## Farm and Garden Tools

Ionia Hardware Co.  
Allen Bros Dept. Store

**Farm Bureau**  
Ionia Farm Bureau

**Farm Loans**  
Crego Land Co.

**Farm Machinery**  
C. Brunn & Sons

**Farm Power Plants**  
M. A. Defendorf

**Fencing and Farm Supplies**  
M. C. Stout Elevator Co.

**5-10c Stores**  
Ionia 5 & 10 Cent Store

**Floor Coverings**  
Davidson Furniture Co.  
Quality Store

**Florists**  
Byron L. Smith

**Flour, Feed and Fertilizers**  
M. C. Stout Elevator Co.

**Flour and Grain**  
Jonathan Hale & Son

**Fuel, Coal and Coke**  
Marshall Wright Lumber Co.  
The Builders Supply Co.  
R. L. Redemsky  
M. C. Stout Elevator Co.

**Funeral Director**  
M. G. Bradley

**Furnaces**  
L. H. Shafer  
Ionia Hardware Co.

**Furniture**  
Davidson Furniture Co.

**Furniture and Undertaker**  
B. J. Boynton  
Winchell & Stone

**Garages**  
Alexander Garage

**Gasoline and Oil Stations**  
Ionia Co-Operative Oil Co.

**Grocers**  
C. Thomas Stores

**Haberdasher**  
Hiler & Baird

**Hardware**  
Ionia Hardware Co.  
Charles A. Ireland

**Harness, Bags and Auto Tops**  
R. M. Cheney

**Household Supplies**  
Ionia Hardware Co.  
Davidson Furniture Co.

**Ice Manufacturers**  
R. L. Redemsky

**Ice Cream Manufacturers**  
Stebbins Ice Cream Co.

**Insurance Farm Mutuals**  
Peoples Mutual Fire Insurance Co.

**Insurance General**  
The Wardle Agency  
W. L. Soule  
Crego Land Co.

LOOK AFTER YOUR CHILDRENS EYES

## Perfect Optical Correction Stopped Headache and Styes

Read this letter of an Ionia mother:

Our six-years-old Daughter Gene had headaches and styes. She would have as many as four styes at a time. They just seemed to come and go all the time. We had her eyes treated two months without any improvement, after which we took her to Mr. G. W. French, Optometrist, and asked him the cause. He at once told us it was weak eyes. He made a thorough examination of her eyes and told us they were in a bad condition and nothing short of a perfect correction with lenses would help her. After wearing his glasses one week her headaches and styes disappeared. She had a better appetite and gained eight pounds in three months. We do appreciate such optical service, which means so much to us.

MRS. ARCHIE BOLTZ  
830 W. Main Street, Ionia

Childrens Cross-Eyes Straightened Without Operation  
WHAT DAY CAN YOU COME IN FOR AN EXAMINATION?

# OPTOMETRISTS

G. W. FRENCH

IONIA

GRACE E. FRENCH

**Insurance (Old Line) Farms**  
The Wardle Agency

**Ionia's Better Food Store**  
The Lanster Market, F. S. Gazello

**Ladies Hosiery**  
Quality Store  
Allen Bros.  
Quinn Bootery,  
The Hub

**Lawyers**  
See page 89

**Light & Power Plants**  
M. A. Defendorf

**Lubricating Oils**  
Ionia Co-Operative Oil Stations

**Lumber**  
Marshall Wright Lumber Co.  
The Builders Supply Co.

**Meats, Groceries**  
Long & Wakefield

**Mechanic Tools**  
Ionia Hardware Co.

**Mens' Clothing**  
Hiler & Baird

**Millinery**  
Maude Humphreys  
Quality Store

**Monuments and Markers**  
Ionia Memorial Works  
McKee Marble Co.  
J. H. Shell Monumental Co.

**Music Store**  
G. W. French & Son Co.

**Newspaper**  
Ionia County News

**Nurserymen**  
Byron L. Smith

**Office Furniture**  
Davidson Furniture Co.

**Optometrists**  
G. W. French

**Osteopaths**  
Dr. Bess E. Strong  
L. D. Benedict

**Paints, Oils and Stains**  
Ionia Hardware Co.  
Smith and Smith & McSween  
C. B. Jacks  
The Builders Supply Co.

**Physicians and Surgeons**  
See Page 50

**Plumber**  
L. H. Schafer

**Plumbers Supplies**  
Ionia Hardware Co.  
L. H. Schafer

**Poultry Food**  
M. C. Stout Elevator Co.

**Printers**  
The Tribune Printery

**Radio**  
G. W. French & Son Co., Inc.

**Real Estate**  
Crego Land Co.

**Rentals and Loans**  
Crego Land Co.

**Restaurant**  
Cook & Geddis

**Roofing**  
Marshall Wright Lumber Co.  
The Builders Supply Co.  
Ionia Hardware Co.

**Rug Cleaners and Makers**  
The Ionia Sanitary Rug Co.

**Rugs, Linoleums and Flooring**  
Davidson Furniture Co.  
Quality Store

**School Books and Supplies**  
Smith and Smith & McSween  
H. K. Campbell  
Ionia 5-10 Cent Store

**Second Hand Store**  
C. B. Jacks

**Seeds, Hay and Grains**  
M. C. Stout Elevator Co.

**Sheet Metal Contractor**  
L. H. Schafer

**Shoes, Women and Children**  
The Hub  
Allen Bros. Dept. Store  
Quinn Bootery

**Shoe Repairs**  
National & Ionia Shoe Repair Co.

**Stoves, Gas, Oil and Wood**  
Ionia Hardware Co.  
C. B. Jacks

**Tractors**  
C. Brunn & Sons  
Ogilvie Auto Co.

**Upholstering Shop**  
C. A. Stillwell

**Undertaker**  
M. G. Bradley

**Variety Store**  
Ionia 5-10 cent Store  
C. B. Jacks

**Wall Paper and Supplies**  
Smith and Smith & McSween

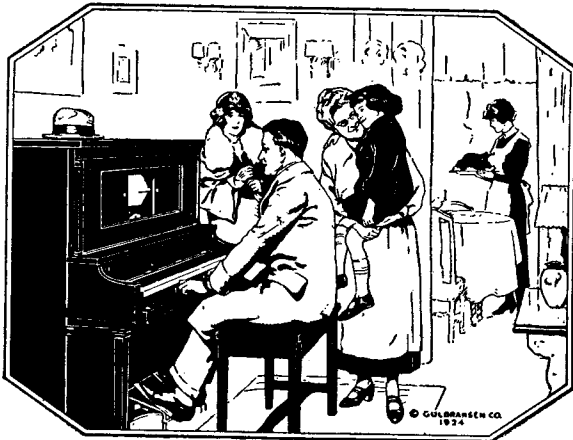
**Welding Acetyline**  
Scheidt Bros.

**Window Shades**  
Smith and Smith & McSween  
Quality Store

**Women's Ready-to-Wear**  
The Fashion Store  
Quality Store  
Allen Bros. Dept. Store

All Gather 'Round The  
**GULBRANSEN**  
*The Registering Piano*

Let's have the old favorites like "Turkey in the Straw", "Just a Song at Twilight", "Washington Post March" and the new ones like "Me and the My Friend", "The Midnight Waltz", etc.



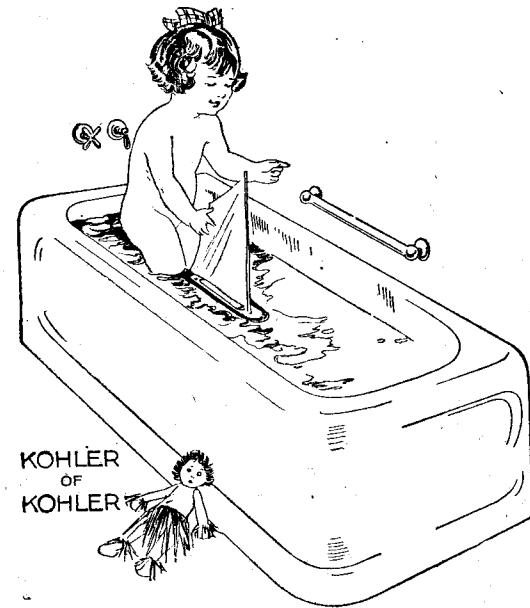
ANY Music, ANY Time you want it. Played with your own "touch" and expression, on the beautiful, "Easy to Play" Gulbransen Registering Piano. Operated by roll-and-pedals like ordinary "player pianos", but far superior on account of ease of pedalling and finer musical results.



The price of the Gulbransen is plainly branded in every instrument at the factory. You take no chance on value or quality.

Registering Pianos .....	\$450	\$530	\$615	\$700
Straight Pianos .....	\$295	\$350	\$440	
Grand .....	\$785			
Registering Grand .....	\$1275			

**J. W. FRENCH & SON CO.**  
 EVERYTHING IN MUSIC  
 ESTABLISHED 1896  
 IONIA, MICH.



The Children Stay on this Farm

Because a Septic Tank and a Water System have made living on the HOME PLACE just as convenient and attractive as the city.

Let us tell you how your home can have  
 CITY COMFORT

**L. H. SCHAFER**  
 Sanitary and Heating Engineer

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 Office 116  
 Res. 248-J

214 West Main St.  
 IONIA  
 MICHIGAN

Fred W. Green, President  
Alex. Robertson, Vice-Pres.  
J. H. Smith, Cashier

H. B. Webber, Vice-Pres.  
H. E. Powell, Vice-Pres.  
H. J. Callow, Asst. Cashier

W. G. Hawley, Asst. Cashier

# The National Bank of Ionia

*The Only National Bank in Ionia County*

Member of the Federal Reserve System

COMMERCIAL DEPARTMENT

SAVINGS DEPARTMENT

SAFE DEPOSIT DEPARTMENT

Put Your Deeds, Valuable and Private Letters, Stock Certificates, Bonds, etc.  
in a Safe Deposit Box. You Will Sleep Better at Night.  
Box Rentals by the Year \$2.50 and Upwards

**3% Interest Paid on Savings Accounts**

300-302 WEST MAIN ST.

IONIA, MICHIGAN

## IN IONIA COUNTY

Read what you should KNOW, at the time you should KNOW it. Direct to  
Your Home Each Week in

## THE IONIA COUNTY NEWS

A News paper devoted solely to Service in the Community in which it  
Circulates

**3,678** Homes in Ionia County appreciate the splendid service of  
the Ionia County News, which has long been recognized as the best  
home paper of this district, and gives its patrons a  
Satisfactory, Inexpensive, Loyal, Honest, News Service.

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**\$1.00 — WORTH OF FREE CLASSIFIED AD SPACE — \$1.00**

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subscribers, and all regular subscribers to the Ionia County News, the following:

**4 Classified Coupons Free**

Each one good for 25 word Classified Ads in our News

If you have a product of the Farmer Home To Sell, To Rent, Wish to  
Buy, Have Lost, Found, To Exchange, Lease, Trade, Write this in 25 Words,  
Mail to us with ONE CLASSIFIED COUPON. We will print your message and  
place it in the Homes of Ionia without any other charge.

## THE IONIA COUNTY NEWS