

Matthew G. Bradley Ambulance Service **Phone**
Funeral Director 35 Years in Ionia **276 - 343**



IONIA



RURAL ROUTE

DIRECTORY

1925

Comprising the Rural Routes from

BELDING	MUIR
BUTTERNUT	ORLEANS
CARSON CITY	PEWAMO
CLARKSVILLE	PORTLAND
FENWICK	SARANAC
HUBBARDSTON	SHERIDAN
IONIA	SHILOH
LAKE ODESSA	SMYRNA
LYONS	SUNFIELD

Compiled and Published under the Auspices of the
Business Men and Firms of Ionia

Price \$7.50

For Sale at the Chamber of Commerce Office at

IONIA



THE FASHION

STATE SAVINGS BANK IONIA, MICH.

The Bank of Friendly Service

T. B. Preston, President

K. R. Smith, Sr., Vice-Pres

W. B. Heath, Cashier

DIRECTORS

T. B. PRESTON

F. M. MARSH

K. R. SMITH

N. J. OGILVIE

THANE BENEDICT

GEO. H. COE

R. A. HAWLEY

A. V. WRIGHT

H. E. KIDDER

F. O. ELDRED

W. B. HEATH

CAPITAL	\$100,000.00
SURPLUS AND PROFITS	\$112,000.00
TOTAL ASSETS	\$2,300,000.00

STATE SAVINGS BANK IONIA, MICH.

Ionia District Rural Route Directory

This new 1925 Rural Route Directory comprising the routes in the Ionia district, reaching the homes on the rural routes adjacent to Ionia, has been compiled by a personal visit to the several homes estimated at 4,880 making this directory available to more than 25,000 urban residents in this district.

This Ionia District Rural Directory is compiled and arranged alphabetically, A to Z—of the persons receiving mail by rural carriers in the Ionia district, so that any person can be located immediately.

This new information is of appreciative service to all in the rural district to locate others and for the exchange of farm or home commodities.

For the convenience of those desiring direct appeals to homes on rural routes this directory gives immediate information, instead of having to look through the many routes from the several cities and villages of the district.

To find any person, you will locate the letter of their name, and this directory will indicate where they live, and receive their mail.

Brown, Albert (Phoebe) owns 40A; Fen 1
 Brown, Alva J. (lives with Hasam J Brown, rel) Ionia 5
 Brown, Mrs. E B (lives with Harry N Brown, rel) Ionia 1
 Brown, Fred (Mrs Fred) (emp by Wm. Mann) CC 3 Box 94
 Brown, Fred 2 boys 1 girl; owns 8A; Beld 4
 Brown, Geo. W (emp by Frank G. Dailey) Hub 1
 Brown, Harley T (Mary) 5 boys 4 girls; owns 67A; Hub 1
 Brown, Harry H (single) owns 95A; Ionia 1
 Brown, Hasam (Kate) 1 boy 1 girl; owns 260A; Ionia 5
 Brown, Irving (Elizabeth) owns 80A; Ionia 5
 Brown, Leonard (Lottie) owns 80A; Fen 2
 Brown, Sidney M (Hattie) owns 70A; Beld 2
 Brown, Stephen (Carrie) 4 boys 1 girl; owns 80A; Fen 2
 Brown, Velma (lives with Wm A Brown, father) Lyons 2
 Brown, Wm A (Emma) owns 100A; Lyons 2
 Brown, Wm Mason (Lillie F) 2 boys 1 girl; owns 135A; Ionia 7 Box 82

ABBREVIATIONS

A—Ares	Hskr—Housekeeper	Rel—Relative
Bds—Boarder	Hub—Hubbardston	Rent—Renter
Beld—Belding	LO—Lake Odessa	Sar—Saranac
B'nut—Butternut	Mull—Mulliken	Sher—Sheridan
Clarks—Clarksville	Own—Owner	Shi—Shiloh
CC—Carson City	Orls—Orleans	Stu—Student
Emby—Employed by	Pew—Pewamo	Sun—Sunfield
Fen—Fenwick	Port—Portland	Tchr—Teacher

This Rural Directory of 1925 has been compiled and published under the direction and supervision of the Business Men's Section of the Ionia Chamber of Commerce.

MID-WEST PRESS

DeRees & Schneppe Pub. Co., Owners
 Publishers of

Information, Rural Route, Telephone, Buyers, City and Business Men's Directories
 Commercial Printers and Binders

Printing Plant 140-142-144 East Main St.
 Phone: 11-W; 3997; 249-J
 Main Office 57-59 W. Main St., Battle Creek, Mich.

HISTORY OF IONIA FREE FAIR

In the spring of 1915 Mayor Fred W Green of Ionia called a meeting of the business and professional men of Ionia. At this meeting plans were discussed for giving the citizens of the vicinity a fair without any charge at the gate. Fred A Chapman was elected secretary and Jesse Smith, treasurer.

With the pledged support of the business men of Ionia to take care of any deficit that might occur, plans and arrangements were made for the first Ionia Free Fair. In fact this was the first free fair in the state of Michigan and one of the first free fairs in the United States.

A carnival company was engaged, concessions were rented and a free program contracted for in front of the grand stand. The result was that the receipts amounted to \$3,154.95 and the expenditures for 1915 were \$3,112.23.

Since that time our race track has been put in first-class condition and a modern grand stand built and equipped. Many of the old live stock buildings have been remodeled and new ones erected. The merchants of Ionia have donated a beautiful merchants' building. Through the co-operation of the Hayes Ionia Plant and the automobile dealers of Ionia, a modern automobile building has been made possible. The National Bank of Ionia financed and builded the National Bank Live stock building as a monument to the faithful farmers who have done so much for Ionia County. Through the generosity of the president of the organization the grounds have been enlarged by the addition of considerable land north of the old fair grounds.

In 1924 the receipts of the Ionia Free Fair were \$40,340.85 while the actual operating expenses amounted to \$27,795.54, the balance being re-invested in repairing and building new buildings. The value of the buildings and improvements made at the Ionia Free Fair grounds during the past ten years amounts to approximately \$136,000.00. This has been made possible by donations from the business and professional men of Ionia, the Hayes Ionia company, the National Bank of Ionia, the Ypsilanti Reed Furniture company of Ionia and the proceeds from the Fair.

The 1925 fair will be held August 11th to 15th inclusive. It is the desire of the officers this year to make this fair far surpass anything that has been presented in the past ten years.

To the farmer of this vicinity we owe a great debt of gratitude for their splendid co-operation in the past ten years. Again we dedicate to these faithful tillers of the soil, our annual Fair, and ask from them the same hearty co-operation that they have extend in the past.

FRED A CHAPMAN,
Secretary.



For Good Printing, Artistic Engraving

THE ONLY PLACE IS THE

TRIBUNE PRINTERY

(PRINTERS FOR FOLKS WHO CARE)

Opposite the Court House at Ionia

GIVE YOUR RURAL HOME A NAME. Let us make a cut and print some letterheads of your own.

ENGRAVED WEDDINGS Our Specialty Programmes, Invitations

GREETINGS

Ionia, Michigan,
Aug. 1, 1925

To Our Ionia County Friends:

It is my pleasure to in this way extend to you a word of greeting from the City of Ionia and its business interests.

Ionia is the logical business and recreational center for Ionia County residents and we want you to make the most of every advantage that the city can give.

Good roads and present day cross country transportation facilities makes a trip to Ionia from any point in the County an easy and enjoyable affair.

It is always a pleasure to our local business interests to greet their out of town friends. Make them happy often by making your calls frequent.

Then there are the big days, chief among which are the annual Ionia Free Fair dates. Everybody attends the Free Fair, but be sure that you attend as many days as possible.

Everything is planned with your comfort and enjoyment in mind and with the aim of promoting the agricultural activities of this splendid county of ours. At one time during last year's festivities we were furnishing free parking space for 7,868 automobiles. There is room for everybody, and plenty for all to see and do.

Let's know each other better—establish a closer year round acquaintance. The results will be mutually beneficial.

Sincerely yours,

Fred W. Green,
Mayor of Ionia

For List of those who contributed toward this directory see back of book.

Are You Buying Your Gasoline and Oils from the IONIA CO-OPERATIVE OIL CO.?

You should know that this Ionia Co-Operative Oil Company is owned and operated by Ionia County Business Men and Farmers, who with you pay Ionia County taxes, supporting the schools, the roads and all improvements, and it's an **INDEPENDENT OIL COMPANY** that prevents corporate extortion in this district.

Will You remember this and do your part in sustaining this independent oil company to develop, and you will find one of our filling stations that is most convenient to you.

During the past five years we have pleased and saved your costs with the Sinclair products, and have rendered a most satisfactory, economical service with Sinclair Gasoline and Sinclair Opaline Motor Oils.

THERE IS A CO-OPERATIVE OIL STATION NEAR YOU

MAIN SERVICE STATIONS:

Corner Main and Dexter Sts.,
Ionia, Michigan
Lyons, Michigan
Pewamo, Michigan
Hubbardston, Michigan

Lee Clements, Orleans
Coe & Blow, South Ionia
W. Durkee, R. F. D. 6, Ionia
John Hermans, South Ionia
L. E. Johnson, Palo, Mich.
Lew McCarthy, South Ionia, Mich.
Earl Lescher, R. F. D. 2, Portland
H. D. Poff, Lake Odessa, Mich.
John Peterson, R. F. D. Orleans
Tillie Snell, South Ionia
Portland Vulcanizing Works, Portland
Byron Diehl, Muir, Mich.
A. A. Lower, Star Route, Ionia
R. Chase, R. F. D. 7, Ionia
Claude Whorley, Portland, Mich.
J. VanderLught, R. F. D. 5, Ionia
C. Warnke, Dildine's Corners
H. D. Morgan, R. F. D. 4, Ionia
C. M. Steenman, Lowell, Mich.

IONIA:

C. Haight
Rudolph Johnson
Frank Loree
Ogilvie Auto Co.
Lee Phelps
Glenn Thorp
John Spitzley
Gargett Auto Co.

E. J. Comstock, Shiloh
George Croel, Collins

DR. BESS E. STRONG Osteopathic Physician

Office Hours 9 to 12 A. M.; 1 to 5 P. M.

Over State Savings Bank

PHONES: Office 617-W; Residence 617-R

OPEN WEDNESDAY AND SATURDAY EVENINGS

AUTO DISTANCES FROM IONIA

This Automobile Log was compiled and tabulated with the Compliments of K. L. COBB, DODGE BROTHERS MOTOR VEHICLES and SERVICE, IONIA, MICH.

Ada	24	Edmore X	34	Lowell	17	Saranac	12
Adrian	122	Fenwick	14	Lake View	43	Saginaw	89
Alma	54	Fowler	16	Los Angeles	2856	Sheridan X	20
Alpena	302	Flint	67	Grand Rapids	33	Stanton X	26
Ann Arbor	96	Grand Ledge	30	Greenville	23	Mt. Pleasant X	61
Butternut	23	Hubbardston	18	Munkegon	81	Miami, Fla.	1687
Belding	16	Hastings	36	Howard City	43	Niles	146
Big Rapids	76	Bay City	101	Carson City	25	New York City ..	819
Battle Creek	58	Clarksville	16	Clarksville	16	Niagara Falls ..	405
Bay City	101	Charlotte	40	Chicago	224	Jackson	77
Carson City	25	Chicago	224	Cincinnati	321	Jacksonville, Fla.	1338
Clarksville	16	Cleveland	273	Columbus	330	Kalamazoo	76
Charlotte	40	Detroit	117	Duluth	776	Lyons	6
Chicago	224	Duluth	776	Indianapolis	364	Lansing	40
Cincinnati	321	Edmore	34	Jackson	77	Lake Odessa	18
Cleveland	273	Fenwick	14	Jacksonville, Fla.	1338	Lowell	17
Columbus	330	Fowler	16	Kalamazoo	76	Lake View	43
Edmore	34	Flint	67	Lyons	6	Los Angeles	2856
Fenwick	14	Grand Rapids	33	Lansing	40	Muir	5
Fowler	16	Grand Ledge	30	Lake Odessa	18	Mulliken	26
Flint	67	Greenville	23	Lowell	17	Mt. Pleasant X	61
Grand Rapids	33	Hubbardston	18	Lowell	17	Munkegon	81
Grand Ledge	30	Hastings	36	Lowell	17	Miami, Fla.	1687
Greenville	23	Howard City	43	Lowell	17	Niles	146
Hubbardston	18	Carson City	25	Lowell	17	New York City ..	819
Hastings	36	Clarksville	16	Lowell	17	Niagara Falls ..	405
Howard City	43	Charlotte	40	Lowell	17	Jackson	77
Carson City	25	Chicago	224	Lowell	17	Jacksonville, Fla.	1338
Clarksville	16	Cincinnati	321	Lowell	17	Kalamazoo	76
Charlotte	40	Cleveland	273	Lowell	17	Lyons	6
Chicago	224	Detroit	117	Lowell	17	Lansing	40
Cincinnati	321	Duluth	776	Lowell	17	Lake Odessa	18
Cleveland	273	Edmore	34	Lowell	17	Lowell	17
Columbus	330	Fenwick	14	Lowell	17	Lake View	43
Edmore	34	Fowler	16	Lowell	17	Los Angeles	2856
Fenwick	14	Flint	67	Lowell	17	Muir	5
Fowler	16	Grand Rapids	33	Lowell	17	Mulliken	26
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Columbus							

National & Ionia ^{Shoe}Tire Repair Co.

2
STORES

"Repairs While You Wait

2
STORES

222
WEST
MAIN

With New Modern Equipment, Skilled and
Experienced Workmen, We Can Add

222
WEST
MAIN

Next to
Banter's
Restaurant

MILES OF SERVICE TO YOUR TIRES
MONTHS OF WEAR TO YOUR SHOES

Next to
Banter's
Restaurant

436
WEST
MAIN

QUALITY, SERVICE, SATISFACTION
GUARANTEED

436
WEST
MAIN

Opposite
Orpheum
Theatre

Our Daily Capacity is

Opposite
Orpheum
Theatre

50 PAIRS OF SHOES; 50 TUBES AND TIRES

We Do Not "Cobble" Shoes, We REBUILD. We Vulcanize to Stay Good

Tires - Tubes - Accessories

National & Ionia ^{Shoe}Tire Repair Co.

TWO STORES

OPEN SUNDAY MORNINGS

R. T. WOOD, Prop.

RADIOLITE MAKES A NEW BATTERY IN ONE MINUTE

RADIO BATTERIES

Why Wait Until its Too Late? Let Us Give Your Battery the Attention Right
Now. We Service, Recharge and Repair Any Make of Battery.

When You Need a New One We Recommend

WESTINGHOUSE BATTERIES

"There's a Reason"

Generators of All Standard Makes, and
Radiators Repaired

We Offer the Reliable Makes
of Starting, Lighting, Igni-
tion Systems; Magnetos, Rad-
iators, Starting Motors,
Batteries

THIS IS THE BETTER BATTERY SERVICE STATION OF IONIA

IONIA BATTERY SHOP, AUTO ELECTRIC SERVICE

C. H. SCHILD, Prop.

123 NORTH STEELE ST.

PHONE 527

OPEN SUNDAY A. M.