

CHEAP LOCATIONS OFTEN COST MORE THAN HIGHER PRICED ONES, IS VIEW

Now and then some self-made economist passes by a big established store to buy from some fly-by-night concern down a side street. "Look at what that big store has to pay for rent," he'll say, "it stands to reason that it must charge more than the little fellow does."

Facts, however, prove that for some businesses it's cheaper to pay \$1000 a month rent on a busy corner than \$100 a month for a room a few blocks away. Certain chain stores demand only the most expensive locations in a town, and are satisfied with nothing else.

Storekeepers and banks and hotels are not charitable institutions. It should not be supposed that they pay high rent out of sheer generosity. Rather, they pay so as to make a profit from that select location. If they could do so much business and make as much profit under less expensive conditions, they would all do it.

But figures show that you don't dodge expenses by running away from them. A down-town furniture man who opened up a half-mile away from the retail district and advertised "away from the high rents, less to pay out here," found that it cost him just as much to do business as before. Where formerly he had thousands of customers passing his door every day, he now has only hundreds—or less.

Another merchant who started a "producer-direct-to-consumer" warehouse to sell groceries at wholesale to the housewife, found that he had to advertise heavily to offset his unhandy location. Having taken a low-rent location on a railroad siding, he found he had lost all the chance customers who might happen by and drop in to look around. He had to offer unusual premiums to bring people out of their beaten track to his door. Eventually he was not only advertising in newspapers and by mail, but was giving a dollar premium with every \$50 worth of cash register receipts and paying your taxi fare home if you bought a basketful of goods and owned no car. For him a cheap location was an expensive matter.

With corporations, as with individuals, sometimes a steno-grapher used to attract the notice of friends by her misguided, though earnest efforts to save money on food. She would lunch on coffee and a sandwich—twenty cents. About 2:30 she would feel hungry and would order a malted milk—fifteen cents. Later a chocolate bar—five cents. For the total of forty cents she could have bought a meal, where as she had shopped around and still hadn't had enough to eat.

With business firms, sometimes the same thing happens. Advertising and sales expense would mean taking a back seat to their competitors. Probably many firms find that a certain amount of ex-

travagance indicates courage and brings them new business. Certain it is that the firms which have tried to do business without expense have ended up by having no business to do.

So when an advertiser invests ten thousand dollars in the back cover of a magazine, you can count on it that he knows what that advertisement costs him. To a layman such expense seems impossible to justify. But in the warehouses of advertised products you see shipments tagged for prompt dispatching May after day, going out to the markets of the world without argument or complaint or trouble, and almost without the need for salesmen. Firms that don't advertise so much or so wisely, on the other hand, need more salesmen, must pay them more too, perhaps, and still get only the "leavings"—Exchange.

STATE OF MICHIGAN.

The Probate Court for the County of Oakland.
At a session of said Court, held at the Probate Office in the City of Pontiac, in said County, on the 28th day of May A. D. 1928.
Present: Hon. Glenn C. Gillespie, Circuit Judge Acting as Judge of Probate.
In the Matter of the Estate of ELIJAH J. SMITH, Deceased.
Lottie Walsted, having filed in said court a petition praying that the administration of said estate be granted to Nathan H. Power, to some other suitable person.
It is Ordered, That the 28th day of June A. D. 1928, at eight o'clock in the forenoon, at said probate office, be and is hereby appointed for hearing of said petition, and that all persons interested in said estate appear before the court at said time and place, to show cause why a license to sell the interest of said estate in said real estate should not be granted.
It is Further Ordered, That public notice thereof be given by publication of a copy of this order, for three successive weeks previous to said day of hearing, in the Farmington Enterprise, a newspaper printed and circulated in said county.
DAN A. McGAFFEY,
Judge of Probate.

A true copy.
Ruth Immick, Register of Probate.
May 21-June 14

STATE OF MICHIGAN.

The Probate Court for the County of Oakland.
At a session of said Court, held at the Probate Office in the City of Pontiac, in said County, on the second day of June, A. D. 1928.
Present: Hon. Glenn C. Gillespie, Judge of Probate.
In the Matter of the Estate of WILLIAM L. BUCK, Deceased.
Irene Buck, administratrix of said estate, having filed in said court a petition, praying for license to mortgage the interest of said estate in certain real estate therein described.
It is Ordered, That the 11th day of July A. D. 1928, at eight o'clock in the forenoon, at said probate office, be and is hereby appointed for hearing said petition, and that all persons interested in said estate appear before said court, at said time and place, to show cause why a license to mortgage the interest of said estate in said real estate should not be granted.
It is Further Ordered, That public notice thereof be given by publication of a copy of this order, for three successive weeks previous to said day of hearing, in the Farmington Enterprise, a newspaper printed and circulated in said county.
DAN A. McGAFFEY,
Judge of Probate.

A true copy.
Ruth Immick, Register of Probate.
June 7, 14, 21

STATE OF MICHIGAN.

The Probate Court for the County of Oakland.
At a session of said Court, held at the Probate Office in the City of Pontiac, in said County, on the 26th day of May A. D. 1928.
Present: Hon. Glenn C. Gillespie, Judge of Probate.
In the Matter of the Estate of WILLIAM H. SMITH, Deceased.
Nathan H. Power, administrator

with will annexed, having filed in said court a petition, praying for license to sell the interest of said estate in certain real estate therein described.
It is Ordered, That the 26th day of June A. D. 1928, at eight o'clock in the forenoon, at said probate office, be and is hereby appointed for hearing said petition, and that all persons interested in said estate appear before said court, at said time and place, to show cause why a license to sell the interest of said estate in said real estate should not be granted.
It is Further Ordered, That public notice thereof be given by publication of a copy of this order, for three successive weeks previous to said day of hearing, in the Farmington Enterprise, a newspaper printed and circulated in said county.
DAN A. McGAFFEY,
Judge of Probate.

A true copy.
Ruth Immick, Register of Probate.
May 21-June 14

STATE OF MICHIGAN, County of Oakland.

3419
Said before George B. Hartwick, a Circuit Court Commissioner for said County, between The Farmington Development Company, a Michigan Corporation, plaintiff, vs. Lena Moore and Royal Moore, defendants.
Summons issued and returned that defendant cannot be found, it appearing by affidavit that it cannot be ascertained in what State or Country the defendant resides. It is ordered that the said defendants appear at the Court Room of the undersigned, 221 Washington Square Building, Royal Oak, Michigan, at nine o'clock a. m., on the TWENTY-FOURTH DAY OF JUNE, 1928, and defend the complaint filed in this suit or judgment will be entered by default, and that this order be served or published as required by statute.
The foregoing suit involves title to Lot 279 of McQuinn-Haldeman's Huntington Woods Manor Subdivision, of that of the Southeast Quarter of Section 20, Town 1 North, Range 11 East, of the 1st Meridian, Oakland County, Michigan, as recorded in Liber 32, Plat. page 11.
Dated: May 25th, 1928.
GEORGE B. HARTWICK,
Circuit Court Commissioner.

June 14

STATE OF MICHIGAN, County of Oakland.

3445
Said before George B. Hartwick, a Circuit Court Commissioner for said County, between The Farmington Development Company, a Michigan Corporation, plaintiff, vs. Millard Moore and Marie Moore, defendants.
Summons issued and returned that defendant cannot be found, it appearing by affidavit that it cannot be ascertained in what State or Country the defendant resides. It is ordered that the said defendants appear at the Court Room of the undersigned, 221 Washington Square Building, Royal Oak, Michigan, at nine o'clock a. m., on the TWENTY-FOURTH DAY OF JUNE, 1928, and defend the complaint filed in this suit or judgment will be entered by default, and that this order be served or published as required by statute.
The foregoing suit involves title to Lot 279 of McQuinn-Haldeman's Huntington Woods Manor Subdivision, of that of the Southeast Quarter of Section 20, Town 1 North, Range 11 East, of the 1st Meridian, Oakland County, Michigan, as recorded in Liber 32, Plat. page 11.
Dated: May 25th, 1928.
GEORGE B. HARTWICK,
Circuit Court Commissioner.

June 14

STATE OF MICHIGAN, County of Oakland.

3539
Said before George B. Hartwick, a Circuit Court Commissioner for said County, between New Colony Homes Company, a Michigan Corporation, plaintiff, vs. James West MacEwen, defendant.
Summons issued and returned that defendant cannot be found, it appearing by affidavit that it cannot be ascertained in what State or Country the defendant resides. It is ordered that the said defendant appear at the Court Room of the undersigned, 221 Washington Square Building, Royal Oak, Michigan, at nine o'clock a. m., on the TWENTY-FOURTH DAY OF JUNE, 1928, and defend the complaint filed in this suit or judgment will be entered by default, and that this order be served or published as required by statute.
The foregoing suit involves title to Lot 633 of Colony Homes Subdivision No. 2 of the Northeast Quarter of Northwest Quarter of Section 26, Town 3 North, Range 11 East, Royal Oak, Oakland County, Michigan, as recorded in Liber 31, Plat. page 16.
Dated: May 25th, 1928.
GEORGE B. HARTWICK,
Circuit Court Commissioner.

June 14

George B. Hartwick,


Attorney for Mortgagee,
221 Washington Square Building,
Royal Oak, Mich.

MORTGAGE SALE—Default having been made for more than thirty days in the conditions of a certain mortgage made by Lloyd A. Gifford, a single man to First State Bank of Royal Oak, dated by the fifteenth day of February A. D. 1927, and recorded in the office of the Register of Deeds for the County of Oakland and State of Michigan, on the 17th day of February A. D. 1927 in Liber 128 on Mortgage, on page 114-17 on which mortgage there is claimed to be due at the date of this notice for principal and interest, the sum of Sixty-Six Thousand Seven Hundred Sixty-One and 45-100 (\$66,761.45) Dollars, and no attorney's fee of \$22.50, as provided for in said

mortgage, or so much thereof as may be necessary to pay the amount so claimed, together with said attorney's fee, to-wit:
Being at a point One Hundred Fifty-six and eight tenths (156.8) rods North of the abutting corners of Sections 21, 22, 23 and 28, Town 1 North Range 11 East Michigan, to the Northwest corner of the Baldwin property, said number of rods being more or less, of land in the City of Royal Oak, being in the Northwest quarter of the Southwest quarter of road right of way two hundred twenty-six (226) feet, thence North 84 degrees six minutes West four hundred ninety-one (491) feet to the East line of Main Street; thence South on East line of Main Street one hundred eighty-four (184) feet to place of beginning; containing two (2) acres, more or less, of land in the City of Royal Oak, being in the Northwest quarter of the Southwest quarter of

mortgage, or so much thereof as may be necessary to pay the amount so claimed, together with said attorney's fee, to-wit:
Being at a point One Hundred Fifty-six and eight tenths (156.8) rods North of the abutting corners of Sections 21, 22, 23 and 28, Town 1 North Range 11 East Michigan, to the Northwest corner of the Baldwin property, said number of rods being more or less, of land in the City of Royal Oak, being in the Northwest quarter of the Southwest quarter of road right of way two hundred twenty-six (226) feet, thence North 84 degrees six minutes West four hundred ninety-one (491) feet to the East line of Main Street; thence South on East line of Main Street one hundred eighty-four (184) feet to place of beginning; containing two (2) acres, more or less, of land in the City of Royal Oak, being in the Northwest quarter of the Southwest quarter of

road right of way two hundred twenty-six (226) feet, thence North 84 degrees six minutes West four hundred ninety-one (491) feet to the East line of Main Street; thence South on East line of Main Street one hundred eighty-four (184) feet to place of beginning; containing two (2) acres, more or less, of land in the City of Royal Oak, being in the Northwest quarter of the Southwest quarter of



Especially Now


IN these days of wide fluctuations on the stock market, it's a good plan to invest your surplus money where you are sure of getting it back in full.

Money invested in our Certificates of Deposit is always worth 100 cents on the dollar—and in addition, earns a good rate of interest.

Farmington State Savings Bank

"The Old Bank on the Corner"

Get more for your money!



Heinz Vinegar	quart 19¢
Corn Standard Grade; No. 2	3 cans 25¢
Chipso Large Size	pkg 19¢
Gold Medal or Pillsbury Flour	24½-lb bag \$1.19
Pure Cane Sugar Bulk,	100-lb bag \$6.40
Scratch Feed	100-lb bag \$2.69
Morton's Block Salt	50-lb block 49¢

Salada Tea All Varieties	½-lb pkg 42c
Fels Naptha Soap	10 bars 49c
Birdseye Matches	3 boxes 10c
P&G or Kirk's Flake White Soap	10 bars 35c
Chicquot Club Ginger Ale	2 bots 29c
Red Salmon	tall can 29c
Sliced Pineapple King of Hawaii	No. 3½ can 23c
White House Milk	3 tall cans 25c
8 O'Clock Coffee	lb 35c
Grandmother's Bread	Large loaf 9c

We carry a complete line of Fresh Fruits and Vegetables

THE GREAT ATLANTIC & PACIFIC CO.

ESTABLISHED 1859

F. D. FLEMING & COMPANY

For Dependable
Suburban Real Estate Service
Farmington, Michigan
Phone 200

Just A Few Bargains

Grand River Corner, just east of the Junction, \$55.00 per foot.
Five acres on Farmington Road just south of Grand limits, \$1,500 per acre.
A small house on Powers avenue, just south of Grand River, \$25.00 down and \$25.00 per month. Why pay rent?
A beautiful, large, restricted residence lot, worth \$1,800 for just \$1,000 cash.
A free and clear seasoned Land Contract, nearly half paid; balance due, \$960.00; price \$600.00 cash.
The above list speaks for itself. It proves that NOW is the time to buy real estate.

Sincerely,
F. DeVERE FLEMING.