

SCHRAM'S TWO STORES HOUSE LARGE FURNITURE AND FUNERAL BUSINESS

The business history of the A. H. Schram & Sons company, had its inception at Plymouth, in 1888 when Mr. Schram, Sr., abandoned his trade of wagon and carriage maker, and entered the furniture and undertaking business, which he conducted successfully, until 1908, when he disposed of his business and property interests, and came to Merrill, entering the furniture business in the Masonic building on Main street, and in the fall of that year purchased the furniture and undertaking business of F. Hankwitz & Son, located on North Prospect street, of the city.

It was at this time that the present business association of the family organization was effected and became known as "A. H. Schram & Sons," the personnel of which consisted of A. H. Schram, Sr., and his sons, Alfred H., Clarence A., and Gustav M. Schram, furniture dealers, undertakers and funeral directors. And in this connection it is but just to include Mrs. A. H. Schram, Sr., who devoted much time to the store business when the male

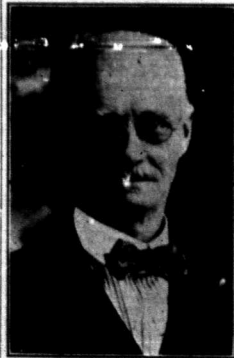
members of the firm were otherwise engaged or absent, and also assisted Mr. Schram in the preparing of bodies where a lady assistant was required; in this respect also, the younger daughter, Clara, now Mrs. Harry Peterman, likewise assisted when necessary, in the capacity of saleslady in the store.

The Schram business was truly a "family affair," in which all members contributed to its success.

At the time the West Side store consisted of only the south half of the present commodious building, the enlargement to its present size being found necessary in 1928, when the improvements were made, and is today one of the modern business houses of that portion of the city.

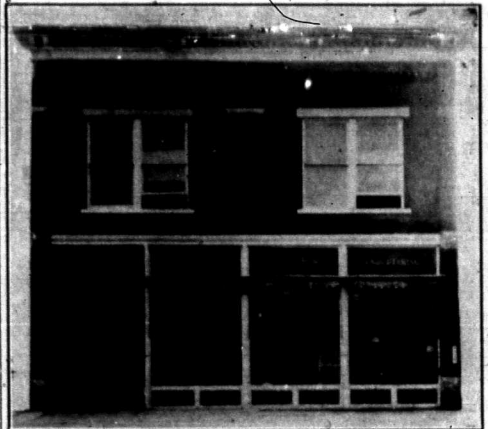
Encouraged by their business reception in Merrill, in 1908, the Schram family purchased the present site of the East Side store, located at 921 East Main street, where they erected a fine two-story brick building, with ample display and storage floors, and an embalming department, as well as

A. H. Schram

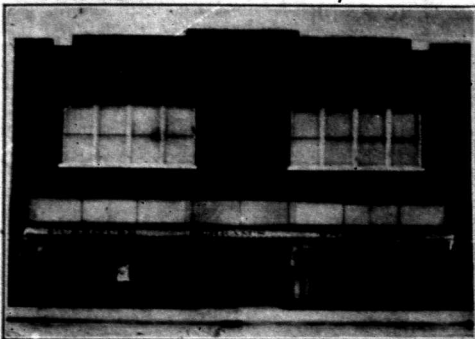


FOUNDER

Schram's East Main Street Store



Schram's Prospect Street Store



a funeral parlor for use on necessary occasions. The basement of this building also contains a furniture repair department.

Thus equipped with two large two-story business houses, the Schram company has been accorded a lucrative business in furniture dealing, as well as acquiring a most commendable reputation for fitness in preparation and conducting the last rites on hundreds of occasions throughout the city and county.

The Schram family at the time of their arrival in Merrill, consisted of Mr. and Mrs. A. H. Schram, who were united in marriage at Plymouth, on November 20, 1878, both participants having been residents of that place at the time, and five children, Alfred H., now the licensed embalmer and funeral director of the firm, who has also effectually served as coroner of the county for several years, and been prominent in association circles; Miss Nora, who acquired the worthwhile designa-

tion as an "R. N.;" Clarence A., who not only serves as salesman at the East Side store, but assists materially in the preparatory work, and conduct of funerals; Gustav M., who is in managerial charge of the West Side store; and Miss Clara L., now the wife of Harry A. Peterman.

Martin Prock is also funeral assistant and salesman at the East Side store and Ervin Pophal is bookkeeper for both stores and salesman at the West Side store.

The Schram family, during their many years of residence in Merrill, have proven their worth in both social and business circles, and Merrill, as a whole, has occasion to congratulate its municipal self upon the acquisition of this family and its modern property holdings during their residence here.

Visitors or purchasers to either

or both of these stores will find a surprisingly large and up-to-the-minute stock of furniture, from which may be selected a single article, or a complete outfit, with the assurance that it will not only prove to be as represented in every respect, but that the price-tag will also represent its true value, and the same courtesy will be extended to the customer in every instance.

The sire of this organization was noted for his honesty of purpose, which he spent his life in maintaining, and which he inculcated in those who should succeed him when his work was done, and those successors will attend to it that the name of "Schram," shall remain untarnished in the commercial world.

May they be spared many more happy years among the dwellers of the "City of Parks."

IF IT'S SOMETHING
NEW IN FURNITURE
YOU WILL ALWAYS
FIND IT AT...

DISTINCTIVE
FUNERAL
SERVICE

A. H. SCHRAM & SONS CO.

MERRILL'S LEADING
FURNITURE
STORE

EMBALMERS and
FUNERAL
DIRECTORS
LADY ASSISTANT