

F. A. Kramer, Proprietor of the Busy Big Store

In every town and city will be found business houses with distinctive names, hence in Gaylord we have Kramer's Busy Big Store. F. A. Kramer started in business here in 1882 in a modest way on the south side of Main Street. The following year he moved to the present location, occupying one store until 1887, when a substantial addition was built, and in 1900 the present commodious block completed.

Mr. Kramer's business has grown with the town. He now uses 10,000 square feet of display room, besides a large amount of storage, and has in every sense of the word a model up to date establishment.

Starting with clothing and dry goods different lines have been added until the Busy Big Store is the equal of any city department store. All the store rooms are sufficient in size to allow of admirable display and the goods are arranged with skill and effect, giving a fine appearance to the interior of each department. A carpet and rug department is one of the later features, as is also ready to wear garments rug department is one of the later features for ladies.

The success of this store is due largely to the high quality of the goods sold, and the reliability of the establishment. Customers know that they get value received for their money on every article purchased. No cheap shoddy goods finds a place in this stock and everything is sold strictly on its merits.

One store room is devoted to clothing, shoes, hats, and gents' furnishings: another to dry goods and fancy goods: another to carpets, rugs, mattings, curtains, linoleums and ladies ready to wear garments. The building is fitted with all the latest devices for speedily transacting business, has fine display windows and presents a metropolitan appearance.

Mr. Kramer is one of our representative citizens; takes a great interest in the town and country: owns a fine farm north and west of town and gets much solid enjoyment out of life. He believes Gaylord's future promises far more than its past.





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