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**AN IMPORTANT CHANGE
IN AURORA MERCANTILE CIRCLES.**

THE SCHRANDT & MILLER CO.

The Entire Business Including Fine Store Building, Stock and Good Will of this Large and Prosperous Business Taken Over by a New Organization.

C. A. Schrandt the Head of the Firm and Fred A. Miller Its Manager Sell Out Their Interests and Retire From the Business.

The New Organization Retain the Old Corporate Name and Continue the Business With New Management Elected at Stockholders Meeting Last Night.

L. N. Porter the New President and William Zimmerer Secretary.

ALL ABOUT THIS BIG DEAL.

It is quite an important change in the business alignment of any city when one of its largest mercantile firms changes its management after years of established business relations with the public and by far the greatest change of this kind for Aurora has taken place within the last few days.

In November of the year 1899, C. A. Schrandt and F. A. Miller who had been closely associated in business for years came to Aurora looking for a location to engage in the hardware business and were so well pleased with the prospects for Aurora that they purchased the stock of hardware in the Temple block and began building up the big business from the management of which they now retire.

In speaking of the sale the head of the company, Mr. C. A. Schrandt,



A GLIMPSE INTO THE BIG SCHRANDT & MILLER STORE

said that his retirement from the hardware business meant the end of thirty-three years active engagement in the business and that during that time he had been connected with stores in Caspar, Wyo., Edgemont, and Buffalo Gap, S. D., Gordon, Rushville, Tilden, York and Aurora and that Fred Miller had been with him either as clerk, partner or manager from his boyhood days, and all through the years their relations have been pleasant and profitable. He has depended largely upon Mr. Miller in the management of the Aurora business from the beginning and has found much pride in watching the growth of the business under his management and now both of them wish the new company which continues the business under the old name of "The Schrandt and Miller company" a continuation of the prosperous business and large patronage.

The new company organized to take over the business held its stockholder's meeting last night and elected L. N. Porter president and treasurer and William Zimmerer secretary. Wade Howard whose genial face has greeted the customers at the big store for so many years retains his interest in the business and remains in the new company.

Everybody knows Billy Zimmerer and will be glad to know he remains and receives recognition by election as secretary of the new company. Then there is that man Porter, L. N. Porter who now goes to the head of the company as its president and gen-

eral manager, we know him too. He came to Aurora first as a sub-contractor commissioned to install the plumbing in the Royal Highlander office building. He did it right and while doing it he liked Aurora and decided to stay and make it his permanent home. He kept right on doing his work right and each big job became his stepping stone to another. The Schrandt & Miller company recognized his ability and the integrity of the man and he became a partner and the business was extended in the plumbing, lighting and heating lines. The last big contract installed was the new Burlington passenger stations at Aurora and Seward. Between jobs he courted one of Hamilton county's best girls and married and founded a home in our midst and now he undertakes the big job which is to tell the story as to whether the stockholders did well last night or not when they placed him at the head of their company. He has made good everywhere in the past as a mechanic and foreman. Will he make good in the management of a strong mercantile institution? We predict, yes. He will; for he has executive ability, good sound judgment and a personal knowledge and experience in the business which fits him for the higher position.

The new company has all the pioneer days, all the years of the founding of the business and its experience to guide them on to greater achievements and the Advocate pre-

dicts continued growth and prosperity to this big business.

Possibly one who spent years in this same business in this city as the writer has done knows some of the trials of the retail hardware merchant and some of the pleasures of the business as well. It is no easy matter to determine months ahead the needs of a big patronage and buy at the right time and in sufficient quantities so that the prices will be right to the customer and the goods always ready to fill the order. This becomes even more difficult in a large business with diversified lines, but with the splendid store room and ample capital all the patrons of the old business will remain and new ones be added, for really almost the same faces will greet them and the change in part of the ownership has



C. A. SCHRANDT

been brought about so quietly that the doors have not been closed an hour, but the old management retires and the new assumes the responsibilities in an orderly, business-

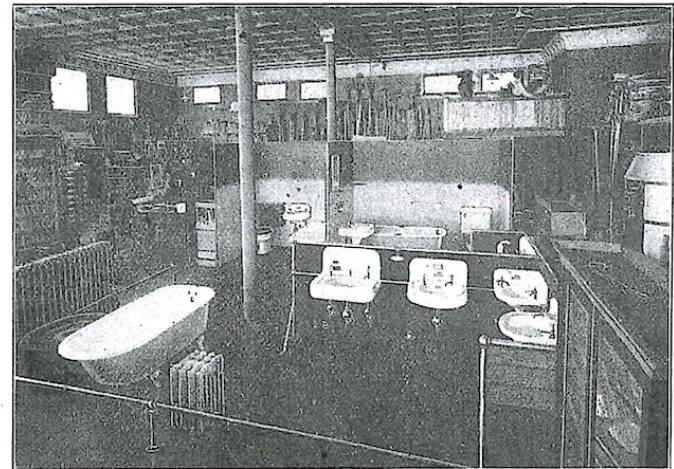
like manner.

The same line of specialities will be leaders, a carload of the celebrated American fencing, a carload of cast iron pipe and fittings, a carload of famous Round Oak furnaces and stoves. Then there is that great range "that won't break or burn out"—the Copper Clad range that Billy Zimmerer recommended first to his company and now guarantees to their customers, which will make good in hundreds of Hamilton county homes this spring, as it has in hundreds heretofore.

We find pleasure in publishing two interior views taken in Aurora's big hardware store and regret that space will not admit of two other fine views, plates for which we have on our desk.

Then here's good luck to the retiring merchants. Mr. Schrandt goes east to Chicago for a short visit with relatives, then back to his home at Long Beach, Calif., and Mr. Miller south to Roanoke, Va., to visit his sister and spend a few days at the old home, then back to Aurora to complete collections of book accounts due the old firm, then on to the coast for a visit with his old friend and partner at the Schrandt home. Then what will be their next venture remains for another chapter, but sure it is, many Hamilton county friends join the Advocate in extending best wishes for their future happiness and success.

To the new fellows—get busy, very busy. That's all.



A VIEW OF THE PLUMBING DEPARTMENT.