

# METCALF COMPANY

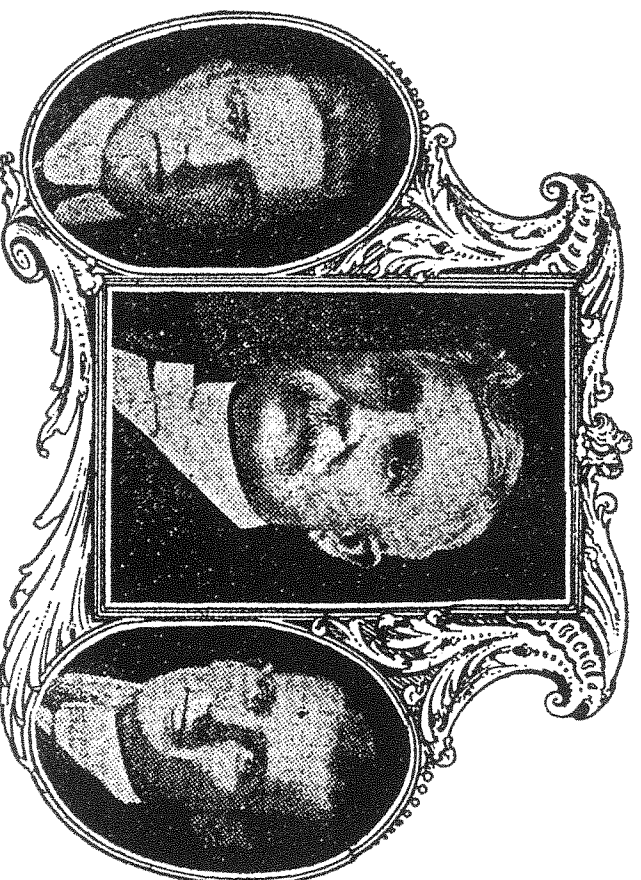
## RECENTLY PURCHASED

### CHERRY ST. PROPERTY

The Morton House Livery Taken from  
Bond Avenue to the New  
Location.

## MODEL NEW MORTUARY TO BE BUILT

The Present Library Street Building Will Be  
Razed for the New Y. M. C. A., Which  
Has Forced the Present Offices  
to Move.



Jay H. Metcalf.

S. H. Metcalf

Charles A. Metcalf.

One of the largest undertaking firms in the city and one which has a splendid reputation, not only in Grand Rapids, but also throughout Kent county as well, is that of S. H. Metcalf & Co.

The firm is composed entirely of the Metcalf family, S. H. Metcalf, the founder of the business having associated with him in the company his two sons, Charles and Jay, and his daughter Madge. The younger Metcalfs have all grown up in the undertaking business; they know it thoroughly in all its branches and have mastered its every detail. The two sons are all around men and work in every department of the business as need arises. Miss Madge has charge of the office and the ac-

counts, but is also a licensed embalmer, responding professionally to all calls where death has come to women or children.

S. H. Metcalf, the father, has had a long and valuable experience in his profession. He has become thoroughly acquainted with all the difficult problems of undertaking by having actually solved them in practice and he knows his business absolutely. He has a fine record for having given excellent service in the past and this has brought him a splendid clientele.

Before coming to Grand Rapids he lived at different times in or near Paris, Byron, Jamestown and Grandville and in these communities made a large number of friends who almost invariably summon him in time of affliction. In fact, quite a portion of the business of Metcalf & Co. is from outside the city, although of course the city work

is the larger. Mr. Metcalf first started in the undertaking work in Grandville in 1894. Three years later he came to Grand Rapids, locating on Market street, where in connection with his undertaking establishment he conducted close at hand a farmers' supply or feed barn. A year later he gave up the feed barn and went into the undertaking business exclusively, with rooms on Fulton street, where he remained until 1903, when he moved to 33 Library street.

Ever since 1903 the Metcalf undertaking rooms have remained on Library street, but because the new Y. M. C. A. building is to be erected at this location, the company has been compelled to move to other quarters, temporarily, at 916 Cherry street, S. E. In the neighborhood of the new livery establishment which Metcalf & Co. have recently acquired at 936 Cherry street, S. E. In the fall they will begin work on the construction of what will be a permanent mortuary and residence combined, just west of the livery.

In moving to the Cherry street location the Metcalfs will be following a movement which of late has been very pronounced. For recently it has been more and more evident that the crowded downtown district is no place for an undertaking establishment and mortuaries are now being located farther out in the resident sections where a funeral can be held in fitting surroundings and also where mourning friends and relatives who desire to select a casket will not be distracted by the rush and hurry-burry of business.

The new mortuary will be a model establishment in every way. It will contain splendid show and trimming rooms, an up-to-date morgue and a splendid chapel. It will have two floors, part of each floor being given up to the requirements of the business and part

being used for living rooms by the family. The exterior will be especially pleasing. Ever since the senior Metcalf began business he has been noted for his progressiveness and a desire to keep ahead in his profession and the building of this new establishment will be simply one more step ahead and entirely in keeping with his record in the past.

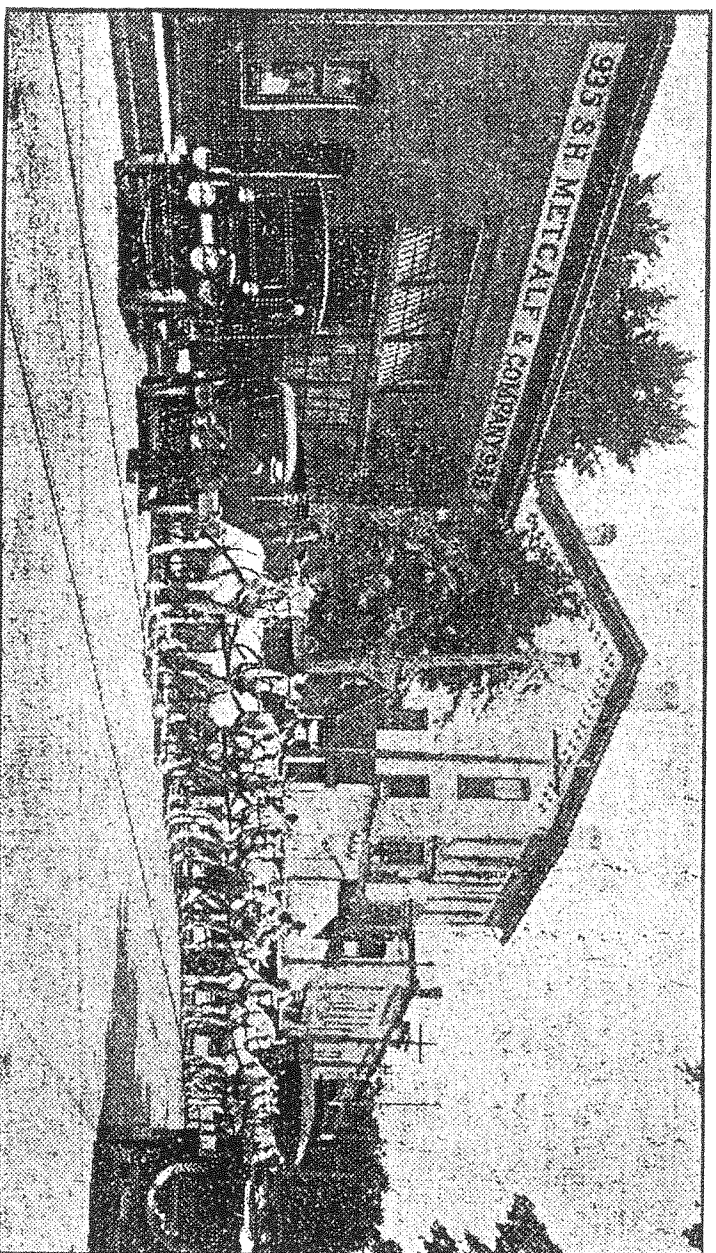
Three years ago the Metcalf company decided to enlarge their business by adding a livery department and accordingly opened up a complete livery establishment on Bond avenue which was called the Morton House Livery. About a month ago this part of the business was moved to the Cherry street location mentioned above and here Metcalf & Co. will have one of the finest barns to be found anywhere. Extensive improvements have been made on the property and when the work of remodeling is entirely finished the result will be something to be proud of.

The barn is 50x100 feet in size and is located on a piece of property which has a frontage of 208 feet on Cherry and 129 feet on Lake drive. A nice office, the largest carriage washroom in the city, a good-sized harness room and sixteen ordinary style stalls and one box stall all combine to make the establishment one of more than ordinary merit. Metcalf & Co. own twenty splendid horses. The fact that there are but seventeen stalls in the barn makes it necessary to dispose of one or two teams. Every one of the horses is entirely white in color and splendidly proportioned. To see these beautiful animals together is certainly a pleasing spectacle and one not easily forgotten. It has taken Metcalf & Co. a long time to collect their stock of horses and a great deal of money has also been expended with this end in view but it has been worth it and money put to excellent use.

At this barn are to be found the only sleigh hearses in the city and the only auto hearses. The sleigh hearses was built especially for the Metcalf Co. by the Michigan Hearse and Carriage Co. and is fully equipped in every way. It is a great convenience in the winter and is in great demand at that time. The auto hearse was built by Charles Dawson of this city on a Cadillac 1913 chassis after designs made by S. H. Metcalf and is a splendid feature for funeral work. It was completed the first of May and since that time has proven its worth decidedly. The hearse is electrically lighted and has an electric self starter so that it can be set in motion without difficulty at any time. Never since it has been in commission has the hearse been unable to negotiate his way in any place no matter how difficult the conditions. So satisfactory has been the experience of the Metcalfs with their auto hearse that they are planning on having an auto ambulance built for them by Mr. Dawson in the fall.

Along with the horses and other equipment of the livery are eight fine hacks and a pallbearers' coach. The hacks are not only used for funerals but are in great demand for weddings, opera work and other social purposes.

With this splendid livery equipment added to the model mortuary, soon to be begun, Metcalf & Co. will have an establishment fully in keeping with their excellent reputation for perfect service.



Cherry street, S. E., livery establishment of S. H. Metcalf & Co.