

## History

Tradition means a lot to the Elfstrom Family. So much so that the family decided to keep the original name of Bill Carr Signs when it purchased the company in the mid 1940s. Established in Flint in 1919, Bill Carr Signs already had a well-known reputation, and Philip D. Elfstrom knew the value of a solid presence in the community.

In fact, the business has been a chamber member right from the start and its managers have always been very community minded. Philip D. Elfstrom ran the business until his son, Ronald P. Elfstrom, took over in 1970. Through hard work and endless hours, he helped the business grow into a multi-million dollar company.

Bill Carr Signs is now owned and managed by Ronald's son, Jamie Elfstrom, who continues the company's growth and family values.