

Cook Bros., Dry Goods, Clothing, Furnishings, Shoes, Carpet Rugs, Etc.

Cook Bros. stand in the front rank of enterprising Gaylord business houses. This firm started in business here February 1, 1899, buying out H. Alpern & Co. However since then they have added largely to the stock until now their store is filled with a fine assortment of goods. Their lines comprise of clothing, dry goods, dress goods, ladies' and gents' furnishings, shoes, hats, carpets, rugs, curtains, etc. This firm immediately set to work to establish themselves in the confidence of the buying public by giving a hundred cents value for every dollar expended in their store. That they have succeeded is evidenced by the fact of a constantly increasing business, which is destined to become even greater in the future. Last spring the firm made a fine improvement to their property by raising up the building and construction a cement walk in front. The interior of the store is admirably arranged for displaying goods to advantage, and with their immense stock presents an appearance pleasing to behold.

Messrs. Cook Bros. are progressive citizens, always ready to advance the interests of Gaylord in every way practicable. Both gentlemen enjoy a large acquaintanceship and are held in high esteem throughout the community. They enjoy fellowship in the local lodges, Bert the senior portion of the firm, being a K.P. and Maccabees, while Fred is an all around fraternal man, being prominently identified with both branches of Masons, the K.P., Maccabees and Woodman lodges. He is Chancellor Commander of the local Knights of Pythias.