

ISCHUA VALLEY HISTORICAL SOCIETY

TRADE CARD FROM GRAVES & HOLMES STORE

The Graves & Holmes Dry Goods Store was referred to as The Corner Store located in Franklinville, New York. They specialized in silks, dress goods, trimmings and notions, clothing, carpets wall paper, cloths for suits and fine shoes produced by a company called Broadhead Worsted Mills in Jamestown, New York. Broadhead claimed to guarantee that their goods were made of the finest materials, by skillful workmen, with the latest and most approved machinery and the cheapest goods in the market when service was considered.

The clothing could be worn in the dampest weather without fear of shrinkage. Washing would not cause injury to the fabric. The dyes were pure. The quality of their goods would hold until worn out. According to their advertisement, they could surpass similar goods whether domestic or foreign. The Graves & Holmes Store served as their agents and customers were invited to examine their products and seek their Broadhead label. This trade card was given to buyers and potential customers.

