



The requirements  
of "UP-TO-DATE" mer-  
chants in the Dry Goods  
Trade are "UP-TO-DATE"

TORONTO,  
FEBRUARY 1897.

To Meet These Wants

STYLES, QUALITIES, PRICES  
AND TERMS

# W. R. BROCK & CO.

Have a stock in every department of New Goods,  
freshly bought, at "rock-bottom" prices, carefully  
selected by experienced buyers on close cash terms.

The TRADE ONLY Supplied.

Dept. "A"—Canadian Staples.

Dept. "B"—Prints, Etc., Tailors' Linings, Canadian Linings,  
Linens, Etc.

Dept. "C"—Dress Goods, Silks, Velvets, Etc.

Dept. "D"—Canada Tweeds, Serges, Etc.

Dept. "E"—Imported Tweeds, Worsteds, Trouserings, Over-  
Coatings, Etc.



Dept. "F"—Smallwares, Tailors' Trimmings, Hosiery, Gloves and  
Underwear, Men's Furnishings, Etc.

Dept. "G"—Packing and Entry-room for Freight Parcels.

Dept. "H"—Letter Order Department.

Dept. "J"—Receiving, Shipping and Entry-room for City Parcels  
and Expresses.

# CALDECOTT, BURTON & SPENCE

*The merchant who advertises to give something for nothing is a spider spinning  
a web to ensnare silly flies.*

*Pay for what you get, and you will get what you pay for, is a good maxim and  
leads to lasting success.*

*In all departments of our house we base success upon merit, asking our friends and  
customers to be the judge.*

*During February we shall open up a splendid range of*

**DRESS GOODS.** The novelties in French, German and British Fancies. Choice goods. *Styles controlled by us.* Shot Figures, Shot Serges, Shot Lustres, Shot Sicilians, Fancy Chintzes, Fancy Mixtures, Silk Mixtures, Moire Effects, Novelties, Black Figures in Lustres and Sicilians; Black Mohair Figures on Serge, on Lizard, on Diagonal; Black Mohair Novelties, Black Silk Mixtures. Forty shades to select from in Henriettas, Henrietta Serges, Coating Serges, Estamines, etc., etc. If you stock our plain goods you can always get the colors you want. Besides the above we keep a great collection of

**HOSIERY, GLOVES, UNDERWEAR.** All sizes, all qualities.

**RIBBONS** in all widths, qualities and colors, and in

**BLOUSES** we shall show the latest styles, and a large and well assorted *Smallware Department.*

CALDECOTT, BURTON & SPENCE, - TORONTO