

of him and reaches the goal of prosperity far in advance of them. It is this quality in Mr. Brock that has made him a leader in the business world and won him a name in connection with mercantile circles that is known not only in Toronto, but throughout the province.

Mr. Brock, a native of Guelph, is a son of Thomas R. Brock, who was born in Kingston, Jamaica, in 1811, and came to Canada in 1830, settling in Guelph, Ontario, where he engaged in business. He died in 1850. The early education of his son and namesake was obtained in one of the old time log schoolhouses of that pioneer period. Later he became a grammar school student and on putting aside his text-books he entered business life as a salesman in a wholesale dry goods house. He has been connected with this department of commercial activity since that time. His preliminary training in the employ of others well qualified him to engage in business on his own account, when, in 1871, he became a member of the firm of Ogilvy & Company of Toronto. This connection was maintained for six years, and in 1877 the firm of W. R. Brock & Brother was established, the business being carried on under that style until 1879, when the firm of Wyld, Brock & Darling was formed. This was the predecessor of the firm of Wyld, Brock & Company, which enjoyed an existence until 1886, when The W. R. Brock Company was incorporated and under that name the business has since been conducted. From comparatively small beginning the trade has increased to mammoth proportions and furnishes employment to many resident and also traveling salesmen, the latter being known in every town from the Atlantic to the Pacific. The volume of trade transacted over the counters of the great Wellington street house is continually increasing and a branch house has been established at Montreal of equally large proportions and also one at Calgary, Alberta. The business has been built up along modern lines of progress and development and the safe conservative methods instituted have awakened the trust and won the support of a large number of patrons, so that shipments are sent to all parts of the Dominion.

The efforts of Mr. Brock in business lines have not been confined alone to the establishment and control of the W. R. Brock Company. On the contrary his advice and counsel have been valued elements in the successful management of various other interests. His corporate holdings are extensive