



NOVEMBER POINTERS



W. R. Brock & Co.

Five Pointers for the Month of November.

1st. Sorting This is a month when one always looks for activity in assorting business, and we expect it more than ever this year. Every department is now complete and prepared to cope with all demands.

2nd. Clearing Lines We take stock on Nov. 30th, and between now and that date there are many lines which we wish to clear out. In each department these have been marked down and laid to one side. The prices will be found interesting.

3rd. Xmas Novelties We do not go in for the jim-crack Xmas trade, but such goods as make serviceable and ornamental presents. During this month and next we will have novelties in Neckwear, Silk Handkerchiefs, Umbrellas, Hosiery, Golf Jerseys, Fancy Linens, 5 o'Clock Cloths, Sideboard Cloths, etc., etc., etc. Special Blouse Silks for Xmas presents and evening wear.

4th. Spring Placing Our Print Samples for Spring are complete and on the road. We have already received many good orders and have been obliged to send repeats. Samples from the other departments will be ready during the month and complete by December 1st.

5th. Letter Orders We are noted in this department for accuracy and despatch. All orders are executed the same day as received. **This is an Important Pointer for the Month of November.**

CHRISTMAS GOODS

1896.

Whatever divisions may exist in Christendom, the advent of Christ has always been the token of peace and good-will, so at Christmas time we try to show our good-will to our friends and relatives by presenting them with some token of our esteem.

In the present practical age articles of utility are much more in demand, and, as all articles of Clothing or Dress are always wearing out or becoming unfashionable, the demand for **Dry Goods for Christmas Presents is on the increase.**

OUR STOCK IS COMPLETE AND WELL ASSORTED IN

Dress Goods, Plain, the best value in the Trade.

Fancies, a nice selection of Novelties.

Silks, good range for Blouses and Trimmings.

Gloves, novelties in Cashmere and Kid.

Hosiery and Underwear.

Handkerchiefs, Silk, Linen Cambric, Embroidered, Novelties.

Ties, Windsor, Four-in-Hand, and other styles.

Umbrellas, Tight Rollers, Fancy Handles.

Shawls, Fancy Woolen, Wraps, etc.

Notions and Nicknacks, etc., etc.

Caldecott, Burton & Spence 46 and 48 Bay St., **Toronto**