



# W. R. BROCK & CO.

FOR \_\_\_\_\_

## Fall and Winter Assorting

Ask the trade to order their  
requirements through

Our Travelers  
By Letter  
By Telegraph  
By Telephone

Our Letter Order Department has made itself popular by its  
promptness and good judgment.

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## W. R. BROCK & CO. — TORONTO

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## *Caldecott, Burton & Spence*

— TORONTO.

### To the Trade

**Our Ranges of Fancy Dress Goods.** *Samples* for Spring, 1896, are now in the hands of our travellers. They are large, varied, **up to the latest Ideas**, and specially prepared for the trade of this continent; **Smart, Stylish, Well-Colored, Reasonable in Price.** Orders must all be given this month. We don't over import and then job at ruinous prices before your trade has fairly got going; so you can buy with confidence **and get reasonable profit.** In Serges, Estamenes, Henriettas and all classes of plain goods we are **very strong**, and as long as our purchases last we shall save you from paying the present prices. Please wait and inspect what we can do. We promise best attention to your commands.

## *Caldecott, Burton & Spence*