

# *Spring Trade 1895*

## CALDECOTT, BURTON & SPENCE

TORONTO

Will show in **All Departments** a splendid range of **Business Builders**.  
Amongst others, attention is drawn to the following:

**Coating Serges**—New weaves, weights, and styles, as now sold in Paris, London, and Berlin

**German Henriettas, Canvas Cloths, Crepons, and Fancy Cotton Dress Goods**

**Belts and Buckles**—This will be an important trade

**Tinsel Trimmings**—New effects

**Kid Gloves**—Standard makes

**Embroideries**—Cartoon lots; special value

**Spot and Figured Muslins**—Swiss, French, and Scotch, bought before recent advances

**Veilings**—Last novelties, and the new complete veil

**Hosiery, Gloves, and Underwear**  
All sizes, from babies' to stout women's

The store that keeps the **Home Trade** of its own locality is the one that keeps the stock assorted in the **goods people demand**. Price is not everything. Style and quality rank first. Fashion to-day is supreme.

### We Show the Latest Things, as Produced

W. R. BROCK.

T. J. JERMYN.

E. H. CRONYN.

W. L. BROCK.



# 1895

No change in our  
mode of doing  
business.

One dollar in goods for  
100 cents.

## W. R. Brock & Co.

We commence this new year with thanks to our customers for their loyalty to us during the year that is closed. We shall endeavor to deserve their custom and support by renewed and continued efforts to maintain our position in the front ranks of Canadian dealers in General Dry Goods and Woollens.

We cover Ontario and the Northwest  
through our Travelers.

### Our Letter Order Department

Covers the whole Dominion, and  
has the approval of all who give  
it a trial.

## W. R. Brock & Co.

