

W. R. BROCK & CO.

Are successfully **OVERCOMING THE REVOLUTION** that has taken place in the Dry Goods business of the country.

1896

OUR STOCK is larger and more varied.
OUR PRICES a chief factor in success.
OUR TERMS to meet all fair competition.
OUR CUSTOMERS the best paying and closest buyers in Canada.
OUR STAFF experienced and obliging.
OURSELVES attentive to business.

1896

The Trade invited to inspect.

Letter Orders Solicited.

W. R. BROCK & CO. - TORONTO

KEEN COMPETITION TESTS ABILITY
 PROFIT MAKING shows the **SUCCESSFUL MERCHANT**

Exclusive Styles Will Yield Profit

We give from our great range of **DRESS MATERIALS** control of our designs in our customers' market. We cordially invite buyers to see our . . .

Dress Goods Department

Which contains the Latest Novelties in Broches, Tete de Nigre, Jacquards, Cheviot Effects, Tweed Effects, Silk Check Plaids, Honey-Comb Plaids, Scotch Plaids, German Plaids, Accordion Plaids, Knicker Tweeds, Striped, Checked and Plain Boucles, Etc.

OUR BLACK DRESS GOODS

Include Figured Crepons, Figured Jacquard Lustres, Soliels, Figured Boucles, Armures, Sepastopols, Henriettas, Cheviots, Serges, Estamenes, e'tc., all "Congo Black" dye, which we guarantee resists acids and lemon juices

The stock is exceptionally large in all departments and buyers will receive courteous attention.

CALDECOTT, BURTON & SPENCE - TORONTO

DRESS GOODS CONVERTERS AND IMPORTERS