

The business of MESSRS. NEWHALL, BROOKS & NETTLETON was first established on Washington street, in a small way, as an experiment, it being the first of this class of stores. The business steadily increased, and it soon became manifest that increased facilities for doing business and a larger store and more accessible place must be secured.

In 1862, the firm moved into the large store, No. 722 Montgomery street, it being central and well adapted to their trade.

The assortment is full and various, and adapted to the wants of the public, and the success which has attended this enterprise confirms the necessity which was thought to exist for this kind of a store. It meets the requirements of all classes—the capitalist and laborer alike. Heretofore, retail stores in the city sold their goods for large profits; this store adopted the principle of “quick sales and small profits,” which has been so successful at the East.

The business was established and conducted to the 26th October, 1863, by Messrs. Brooks & Carle, at which time the business and good will of the concern was purchased by the present proprietors, whose aim it shall be to meet the requirements of their trade in every particular. Their stock is large, and more complete than ever before, and their facilities for filling orders from the interior unexcelled by any in the trade.