



The Field and Brothers store was located on the north side of King Street opposite Victoria Hall. It was described in 1889 as a large store 40 feet by 100 feet. By 1913 they occupied three floors as well as the basement, and had a large warehouse behind the building to serve as a stockroom. That same year a Mrs John English wrote to **congratulate the store for its eighty years in business**. As a child of five she was one of the store's first customers, picking up cotton balls for her mother.

Field and Brothers, like many other businesses, advertised in the local papers. They also spread the word by giving out free calendars. These calendars needed to be “neat and attractive” so they would be used instead of ending up in the “waste basket”.

In May 1928, there was a large fire at the store which took six hours to put out. The cause was not known but it significantly damaged the store’s stock, up to \$15,000. Due to the damage the store had **a massive fire sale**.

“To be given away for a mere bagatelle! Because of a slight scent of smoke or a wee trace of water.” - Cobourg World 1928

After the fire, the building was sold. Some of the space was later occupied by T. Eaton Groceries. Unfortunately, the building no longer exists. It was torn down in 1960.

“All Roads lead to Cobourg for this great sale. If you haven’t got the money, borrow it! If you haven’t got a car, jump on the bus, or get out the buggy, or hop on a bicycle, or catch a train, or even if you have to ‘foot it,’ but GET HERE! GET HERE!”

Cobourg World 1928

ESTABLISHED 1832

FIELD & BRO.

OPPOSITE VICTORIA HALL
Importers and Dealers in

STAPLE AND FANCY DRY GOODS

Dress Goods, Silks and Satins, Priestley’s
Celebrated Black Goods and Serges, Irish
Linens and Scotch Shawls, Rugs, etc., Carpets,
Oil Cloths and House Furnishings.

FIELD & BRO.

Directly opposite Victoria Hall