

# FALL 1896

HANDSOMER GOODS have **never** been shown in Canada. Never before have we anticipated the trade's requirements to the same extent as this season.

## In **NEW** Dress Goods ... and **NEW** Silks

We have exclusive designs. They are **not** to be had elsewhere. Our reputation for **Fine Black Dress Goods** is second to none and will be fully maintained.

In the Silk Department ask for Scroll Taffeta, Shot Damas, Figured Damas, Taffeta Chene and the Dresden New Fancy Waist Silks.

## Our Standard **Royal Velveteens**

At **old prices**—A full range Blacks and Colors.

Lister's "Lisvel" Velvets, Black and Colors.

Lister's Sealettes and "Lisreine" Rain-proof Seals.

## Buttons and Fashionable Trimmings to Match

... ALL OUR DRESS GOODS ...

Our representatives will be on their respective routes the first week in July. We ask all our friends to reserve their commands for us.

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# BROPHY, CAINS & CO.

196 McGill Street . . . **Montreal**