

FRIENDS, remember the old adage,
"Goods well bought, etc.," and buy your dry
goods for **SPRING 1899**, from

Brophy, Cains & Co.

The Trade has recognized this firm for years past as

**"The Black Dress Goods House of the
Dominion."**

All their previous efforts have been surpassed by purchases
for the incoming season.

Their motto seems to be: **"Nothing is too rich or too hand-
some for Canada."**

They have the richest, handsomest goods ever brought into the
Dominion by any wholesale house, designs and novelties that no
other firm will have.

A question that has bothered many buyers for some weeks past
is: **WHAT WILL BE WORN IN COLOURED DRESS GOODS?** Don't
worry about them another moment, our mutual friends, B., C. & Co.,
have solved this difficult problem; for proof see their samples.

England and France nearly had a war, both countries **HAVE
HAD** a revolution in their silk mills, if we may judge by the rare
novelties in silks this house is offering.

From the completeness of their stock in every department this
firm are properly classed as

LADIES' OUTFITTERS.

You will command the **BEST TRADE** by dealing with them.

Address,

23 St. Helen St., MONTREAL