

**You are interested in our advertisement. Read it.**  
**You would profit by buying from our stock. Why?**

Because it consists largely of distinctly different goods from those of other houses.

You know and we know that high-class goods command high-class trade.

We import the best goods brought into Canada: Our motto—"There is nothing too good for Canadians."

You wonder why so many of our customers lead and control the best retail dry goods trade in their respective Towns, and prevent it going elsewhere. It is because the goods they buy from us attract and satisfy those who dress fashionably, stylishly, well.

You want for customers those who spend their money freely and change their apparel often. You will never get that trade unless you keep the proper goods. We have what you want in Dress Goods, Silks, Satins, Velvets, Costume Cloths, with Laces, Trimmings and Ribbons to suit.

In South Africa our boys have been doing well. In Canada **OUR BOYS** have been capturing the White Goods, Cotton Wash Goods and Staple Goods trade, a la Bloemfontein.

(The Mayor and Officials went out to meet them; the Citizens received them as friends, waving flags, cheering and singing.—Official Despatch.)

**We are now soliciting Sorting Orders. You will find all departments very complete.**

**Goods that it was impossible to get in February and up to the 25th of March are now in stock, and**

### **NEW LINES ONLY.**

**We ask your special attention to goods which we are showing for Fall 1900. Place order with us for these at once, please. We protected our customers in their Spring purchases. We are anxious to do equally well for everyone for the Fall.**

**BROPHY, CAINS & CO.,**

23 ST. HELEN ST., MONTREAL.