

The desire to excel is natural and commendable.

The trade say we excel in Handsome Dress Goods and Silks.

We believe we do.

Come and see.

Handsome, Fashionable Goods will stimulate and make trade for you.

Come to us for the goods that will do this.

We have made a specialty of Plain Black and Fancy Black Goods for the past twelve years, and continue to do so.

See our present stock in proof of this.

It will pay you to carry Good Silks, Satins, Velvets, and Velveteens.

We have almost everything in these lines that you require.

Our range of Costume, Box and Covert Cloths is very large, and comprises all the new colours.

You can rely upon getting the newest and most saleable Dress Trimmings from us.

There is a steadily increasing demand for better goods in Men's, Women's, and Children's Underwear.

We can supply that demand.

This season's Flannelettes comprise hundreds of new patterns, very many of which are confined to us for the season. If you want exclusive designs which will pay a good profit, send in your orders.

We have sold more Blankets this season than ever before.

Having the right goods in every department is increasing our trade monthly.

There is an open door and welcome for you, with the certainty of increasing your business at once.

BROPHY, CAINS & CO.

23 St. Helan Street, MONTREAL.