

DEPARTMENT "C."

The whole of our second floor is given up to this Department. It contains Dress Goods, Silks, Satins, Velvets, Velveteens, Costume Cloths and Costume Tweeds.

Very many times have friends from all over Canada and elsewhere said to us: "This is the handsomest and the best Dress Goods Department in the Dominion," to which we are sometimes tempted to add, "And in it are the handsomest goods in Canada."

You will naturally want to know what it will contain for the Incoming Season. We answer: All the leading novelties and best goods to be had.

You know we have always made Black Dress Goods a strong feature of our business. The ever-increasing support given us by the Trade warranted our doing so. For Fall, 1900, we made a special effort to do better than ever. It is for you to say if we have.

Nothing is so universally worn to-day as Black Dress Goods. The combination of black and white suits everyone. We have Black Dress Goods to retail from 15cts. to \$7.00 per yard.

The British manufacturers, appreciating the Canadian trade, are now producing Black Dress Goods equal in value to the best foreign goods made. They are really producing better goods, because they understand the requirements of our country better than the foreign manufacturers. In the higher grades of British goods we are enabled, assisted by the change in our Tariff, to sell goods equal in style, and better value, at lower prices than can be procured in the foreign market.

We cannot describe in this limited space our Coloured and Fancy Dress Goods. We have the leading novelties in the latest productions, from the best makers, in the fashionable styles now in vogue. We have the greatest confidence in our goods being right, and have no hesitation in asking the Trade to place their orders with us.

We have an immense range of the latest novelties in Costume Tweeds, in both domestic and foreign manufacture, in plain and fancy effects, to retail from 20cts. to \$2.50 per yard.

Plain Coloured Silks and Satins will be largely used in combination with plain and fancy Dress Goods. Some of our high-class Fancy Silks are the handsomest we have ever shown.

Velveteens—our old standard numbers, well-known to our friends, at old prices.

Corduroy Velveteens and Embroidered Velveteens for Blouses. Fancy Figured Velvets for high-class trade.

Lister's Black and Coloured Silk Velvets in over fifty shades. Lister's Sealettes.

Lister's White Bearskins for Infants' Coats. Opera Flannels in self colours, Silk Embroidered and Fancy Printed, extra value.

BROPHY, CAINS & CO.,

23 St. Helen Street

 MONTREAL.