

BRAYLEY, McCLUNG & CO.,

(Successors to JAS. BRAYLEY & CO. and McCLUNG & BRIGGS)

BEG TO ANNOUNCE THEIR

GRAND OPENING!

ON TUESDAY NEXT,

The 2nd SEPTEMBER and Following Days.

B. McC. & CO. have no hesitation in saying that their combined purchases, the whole of which will be shown in their present warerooms on Wellington street, will be ahead of anything in the trade for Value, Styles, and Close prices. Their whole stock has been bought for Cash, and they intend giving the Trade the benefit arising from this.

Without giving the details of their usual departments, which are well known to the Trade, they may state that in all their leading features such as Velvets, Velveteens, Satins, Ribbons, Crapes, Ostrich and Fancy Feathers, Ladies' Hats, Wool Goods, and Mantles, THEY WILL SHOW A LARGER STOCK AND BETTER VALUE THAN ANY HOUSE IN ONTARIO, WHILE THEIR MILLINERY DEPARTMENT WILL BE WHAT IT HAS BEEN FOR SOME SEASONS PAST. AHEAD OF ANY HOUSE LARGE OR SMALL, IN THE DOMINION.

Starting on a new basis with improved facilities, thoroughly understanding their business in all its features, having a competent staff in every department, they are determined to stand at the top of the tree.

Notwithstanding the malicious reports circulated by parties who are afraid of their competition, and the bombastic advertising indulged in to mislead the Trade, they feel sure that their Goods, their Prices, their Principles, and their Treatment of their Customers, will tell as it has told in the past, in making their House what it is to-day,

THE MOST POPULAR MILLINERY HOUSE IN CANADA.

Come and see us next week. You will find a grand Stock of new goods in every Department!

BRAYLEY, McCLUNG & CO.

9 & 11 Wellington St. E., TORONTO.