

When goods open up BETTER than the Samples, you have good reason to be satisfied, haven't you ?

Well, many lines of our dress goods are opening up much *better* than our samples.

It will repay you to go carefully through and buy our Black and Fancy Black Goods alone. Some of the largest orders we have ever booked were received in July.

Tweeds for Skirts, and Harris' Mixtures for costumes will be in good demand the next six months. We have a large variety *of the novelties* in these lines.

High-Class Fancy Checks and Stripes will be exceptionally good for skirts. We have just put into stock very choice designs and colorings that you will not find elsewhere.

Our old reliable Velveteens, twilled back, all colors, at old prices—thanks to the recent additional reduction in tariff—have been more appreciated by our friends this season than ever.

Corded Velveteens, Corduroy Velveteens, and Silk-Embroidered Velveteens for Stylish Blouses, Vests and Trimmings.

Plain Black Silk Velvets, full range of prices now in stock, Lister's Standard makes.

Plain Colored Silk Velvets, over 60 shades in stock, "Lister's Lisvel."

Fancy Silk Broche Velvets, for Blouse and Combination Fronts; these are in good demand.

Fancy Silks, Corded Silks, Broche Silks, Plain Silks, Silks for afternoon Tea Gowns, Silks for evening wear, Blouse Silks, Black Silks, Paisley Silks.

Black and Colored Satins.

WHITE and **CREAM** Satins and Silks, all prices, now in stock.

Our samples of Imported Flannelettes were late coming, but the goods are now to hand and opening up very satisfactorily. Being bought and sold at **OLD PRICES**, they are exceptionally good value. Send for samples if you have not seen them.

Stock in all departments is well forward. It will be in your interest to visit us this month.

BROPHY, CAINS & CO.

23 St. Helen Street

MONTREAL.