

THOS BROPHY
FRED L CAINS
A W D HOWELL



23 St. Helen Street,

Montreal, November 28, 1900.

DEAR SIR,—

It is impossible for you to buy or for us to sell Spring and Summer 1901 Dress Goods in the month of November or early in December. We are speaking now of English, French and other Foreign Goods, etc., of New Goods, Fashionable Goods, of Novelties in Weave, Pattern and Cloth, of Exclusive Designs, such as the trade of Canada know we make a specialty of.

By earnest hard work, we have earned the title :

“The Dress Goods House of Canada.”

We mean to maintain it. We can only do so by leading in the lines referred to. You have never had reason to regret waiting to see our selection before placing your dress goods order.

We have no hesitation in saying that our selection for Spring 1901 will be the richest, handsomest and best we have ever had.

We will be with you after the holidays, when the rush is over, when your stock shows that you profited in buying from us last season.

There is no department so hard to buy for as that containing Dress Goods, Silks, Satins, Velvets, etc. The time to buy these is not when you are busy selling this Season's Goods, but after the season's rush is over, and you can sit quietly down in the sample room with our representative and go carefully through our samples, giving them the attention they merit, and taking time to make a selection that will do your own good taste and judgment credit.

Our selection has been made and the goods bought. Wait for our representative, place your order with him, and the best trade of the town is yours.

Yours very truly,

BROPHY, CAINS & CO.