

There is no occasion to over-do it, **BUT BUY NOW.**

You can do better by buying Cotton Goods in November than you will later.

We are not going to discuss the present state of trade (it is healthy), or future outlook of business (it is good).

We have placed very large orders for Staple Cottons, Fancy Cotton Wash Goods and Cotton Goods generally—of English, American and Canadian Manufacture.

We want **you to take advantage of present prices** of these goods and place your orders **with us at once.**

You can get your choice of hundreds of the most beautiful patterns and newest weaves of Fancy Cotton Wash Goods ever shown.

Make your selection of Lace Curtains, Laces, Hosiery, Gloves, Silk Front Shirts and Underwear for Spring 1900 at the same time. Our travellers have samples with them.

Two new lines of Blousing Velvets, Broche and Stripes, just put into stock. These are for the Holiday Trade.

Eight new ranges of English Blousing for Xmas Trade, now shown in Canada for the first time. These goods will be delivered about 1st of December.

We wish to emphasize the fact that our range of Dress Goods for Spring will be handsomer than ever.

Sorting brisk. Stock very complete. Letter Orders increased three fold in twelve months.

BROPHY, CAINS & CO.

23 ST. HELEN STREET

 **MONTREAL**