

E. R. LAY

Dry Goods, Carpets,
Rugs & Linoleums,
Trunks & Mattings,
Draperies

The New England

Trade at Headquarters---It's Safe

BURCH BROS. CO

Leaders in Women's
Misses' & Children's
Ready-to-Wear
and Millinery

Third Floor Specials

Tomorrow morning, April 27, we will inaugurate the greatest sale we have ever given in **Curtain Swisses** by the yard and by the pair.

Curtain Ends

500 Swiss Curtain Ends, all hemmed, ready for use,

25c per pair

Just the thing for summer sash curtains

Swiss Curtains

100 pairs of Swiss Curtains, two and one-half yards long. Sale price

25c per pair

Tucked Swiss Curtains

100 pairs 36-in wide Swiss curtains, 5 rows tucks and ruffled edge, great value at

48c per pair

Lace Edge swiss curtains

50 pairs of Swiss curtains with wide ruffles and lace edge at only

59c per pair

swiss curtains with beading

50 pairs of Swiss curtains edged with narrow beading and a wide ruffle, very dainty, and priced very low at

48c the pair

Fancy Swiss Curtains

50 pairs fancy swiss curtains with lace edge, would be good values at \$1.19 per pair. Our price is going to be made at

79c a pair

Fine Swiss Curtains

Fine quality Swiss with four narrow and two wide tucks, lace edged, some say 1.65 pair, we make them

\$1.19

For this sale

Colonial Etamines

10 pieces of 38-inch Colonial Etamines, handsomely stencilled, worth 25c and 29c, during this sale we offer them at

19c per yd.

Curtain Swisses

100 pieces of yard wide, figured, striped and dotted curtain swisses, worth 12 1-2 and 15c. Sale price

10c

Now is the time you need this class of merchandise NOW is the time you cannot afford to pass our values

Main Floor

We place on sale tomorrow 25 pieces of 36-in. white ground, colored figured swisses worth 15c per yard for

9c per yard

Very appropriate for bed room sets, bureau tops, curtains and throws. They are great values.

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Second Floor Bargains

Every article and garment on this floor absolutely new this season

Millinery

(2nd FLOOR)

50 beautiful, dressy HATS, exclusive designs, hand made; models from the best work rooms in New York. Worth up to \$18.00.

Choice, while they last

\$5.98

DRESSES

Fifty beautiful White Lingerie Dresses—lace and embroidery trimmed deep, 18 to 20 in. flounce of tucks and insertion—worth \$7 to \$8; all sizes, 14 up to 44. Choice during this sale

\$3.98

DRESSES

Twenty-five light blue or pink Lingerie Dresses—daintily trimmed with lace and insertions—all sizes; worth \$9 to \$10. During this sale

\$4.98

DRESSES

One hundred crisp smart Gingham Dresses—all colors—lace yokes; latest new styles; all sizes. During this sale

\$3.49

New---Every Dress New This Season

Second Floor Burch Bros. Co.

SILK DRESSES

Beautiful new Pongee Silk Dresses—natural color, exquisite, lady styles—lace yokes, lace trimmed sleeves; worth up to \$24. While they last

\$16.50

WHITE DRESSES

The pick of season's noblest styles, crisp linen dresses; dainty lace dresses, lingerie dresses, etc. Ask to see these smart effects; \$39 and down to

\$7.98

SILK DRESSES

Smart, dressy Silk Dresses; exclusive models, in black and colored; some in embroidered effects; worth up to \$30. Choice

\$19.98

Millinery

(2nd FLOOR)

Chic new styles, hand made creations, very latest effect in Silk Braid. Straw trimmed with Imported Silk, Flowers and Foliage. This lot of Pattern Hats, worth up to \$10.00, choice

\$2.98

SUITS

AT
Less Than Cost

SECOND FLOOR BURCH BROS. CO

Every Garment New This Season

SUITS

AT
Less Than Cost

\$80.00 and \$90.00 Suits, exclusive models.....	\$59.00	\$32.00 Tailored Suits.....	\$26.00
\$65.00 and \$75.00 Tailored Suits, choice.....	31.50	\$27.50 to \$29.00 Suits, choice.....	18.95
\$45.00 and \$50.00 Tailored Suits, choice.....	29.00	\$22.00 to \$24.98 Suits, choice.....	15.00
\$35.00 and \$39.00 Tailored Suits, choice.....	27.00	\$16.00 to \$18.00 Suits, choice.....	11.98

COATS

SECOND FLOOR Burch Bros. Co.

Every Garment New This Season

COATS

Fine Man Tailored, Tan Coats, \$35.00 and down to.....	\$7.98
Smart Serge Coats, mode, grey or white, worth \$22, choice.....	\$16.98
Swell Pongee Tailored Coats, worth \$19.00 to \$20.00, for.....	\$12.98
Nobby, New, Black Taffeta Silk Coats, worth \$25 to \$29, choice.....	\$14.98

BIG DISCOUNT ON EVERY COAT IN OUR STOCK

Phipps New York Tailored Hats

Fisk & Gage Chicago Pattern Hats

including Natural Leghorns Straw Braids and Lace

During this sale

25% off

DRESS SKIRTS---Latest up-to-date new styles---made of best materials---guaranteed to fit and wear---worth \$20.00 and down to \$3.98---during this sale your pick of the stock at

20% off---See our new stock of Dress Skirts before you buy

PETTICOATS

300 fine black Hydegrade Petticoats, deep, fluffy flounces; worth \$1.39; while they last, choice

95c

ONE PIECE HOUSE DRESSES,

All colors; sizes 34 to 40, made of washable materials; these dresses worth regular from \$3 to \$3.50; choice

\$1.19

PETTICOATS

Made of full length muslin, 18 to 20 in. flounce of lace or embroidered; worth \$1.50 and \$1.69; choice

98c

Ladies' and misses' fine Muslin Gowns; all sizes, made full; worth double; only 10 dozens to sell---while they last

49c

Sample Line of Muslin Underwear

50% off

Fifty dozen Ladies' and Misses' Sweaters, 75 cent values

49c

Children's HATS

Biggest assortment in the city---noblest, latest effects---all sizes, all colors, all shapes.

Javas, Leghorns, Milans, Rough Straws,

Flower and ribbon trimming, also plain tailored effects for dress or school wear. \$5.00 and down to as low as

19c

WAISTS
Nobby line of white embroidery trimmed and colored waists. Extra special.

49c

WAISTS
Dainty white lingerie, lace or embroidery trimmed waists, all sizes, while they last,

59c

SILK WAISTS
Beautiful messeline or taffeta waists, latest new effects, worth \$6.50 to \$7.00,

\$4.95

WAISTS
Smart, tailored waists, crisp, new effects, white or colored, worth double, choice,

\$1.25

WAISTS
Exquisite, dainty, white waists, lingerie and India linen, worth up to \$1.49, choice,

95c

ORCHESTRA MUSIC EVERY SATURDAY NIGHT

BURCH BROS. CO.