

F. 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' & and Children's
Ready-to-Wear
and Millinery

THIS store extends to all visiting Elks and ladies and their friends a cordial and hearty invitation to make **The New England** your headquarters while in our city.

This is the store nearest the Elks' building and is the only mercantile establishment in Marshalltown equipped with an electric safety elevator.

3 floors and a basement overflowing with bright, snappy up-to-date merchandise. ☽ ☽

Come and see



2nd Floor

Ladies',
Misses' and Children's
Ready-to-Wear
and
Millinery

ON this floor you will find one of the most spacious and beautifully equipped up-to-date ready-to-wear and millinery departments in the state.

Don't fail to visit the second floor. Big showing of new fall stuffs.

All summer goods go during week at less than cost.

WELCOME TO BEST PEOPLE ON EARTH BEST PLACE ON EARTH

2nd Floor
SMART new fall Dresses made of finest French serges, beautifully trimmed, black and colored, worth \$16.50, for **12.50**
All our fine white Dresses at less than cost.
LINEN tailored Suits' worth \$13.50 to \$15.00 for **6.49**
LONG silk Kimonas, all colors, for **4.98**
\$18.00 and \$20.00 black taffeta silk Coats, **\$11.50**
Linene Coats, Automobile Coats, and Raincoats, during this week at cost.

Millinery Dep't.
2nd Floor
50 beautiful trimmed Hats worth up to \$15.00; choice while they last
92c

2nd Floor
\$5,000.00 worth of new FURS. Just imported—all the demanded latest effects. Ask to see. From \$150.00 down to **1.98**
BEAUTIFUL new fall Sweaters for ladies, misses and children. \$10.00 and down **25c**
Suits during this week will be sold from 10 to 25 per cent off.
See our line

\$5.98 to \$7.00 messeline silk
Waists
all new—black, white and colored.
\$4.95

Linen Waists worth up to \$10.00
Waist Sale
Silk or net Waists worth up to \$15.00.

Beautiful black taffeta silk
Waists
worth \$4.25 to \$4.50,
\$2.98

Smart Hydgrade or nearsilk black PETTICOATS worth up to \$1.49; deep fluffy flouncers,
95c

Extra size black Petticoats, \$1.39.
Petticoats
\$5.98, \$6.25 and \$6.50 silk Petticoats, \$4.95.

Fine black PETTICOATS, extra special values; 18 to, 20 inch tailored flounce,
\$1.25



NEW FALL SKIRTS.
Beautiful black voiles, panamas, serges, etc.; \$20 down to \$2.98.

Big Reduction on Muslin Underwear
\$1.25 and \$1.49 Corset Covers 75c. | Beautiful Muslin Skirts, \$1.49. | \$5.98 to \$7.00 Muslin Skirts \$4.95. | Fine Gowns, extra special 59c. | Drawers worth 39c, 25c.
Ask to see our fine Undermuslins. All dainty new combination Suits, Gowns, etc.

JUST RECEIVED—50 beautiful lawn Dresses, drape overskirt, Dutch neck—something entirely new— all colors, worth regular \$9.50. While they last **3.98**

Waists
Lingerie or tailored. 100 dozen all the latest up-to-date styles, worth up to \$2.00.
95c

BURCH BROS. CO.
2nd Floor New England
Leaders in women's misses' and children's Ready-to-Wear and Millinery.

Dresses
50 white lingerie dresses trimmed with laces and insertion, worth \$5.00. While they last,
\$2.75

Visiting Elks
Take Notice!
Buy one of these beautiful black taffeta silk
Petticoats
and take it home to your wife, mother or sister—just to let her know that you were thinking of her.
These \$5.00 Petticoats, while they last,
\$2.98