

# AUTUMN OPENING



## Autumn Opening

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All Day  
**FRIDAY,**  
**SATURDAY,**  
and Saturday Evening

**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' and Child-  
ren's Ready-to-  
wear and Millinery

All Day  
**FRIDAY,**  
**SATURDAY**  
and Saturday Evening

We request your attendance during our Autumn Opening Friday, Sept. 23, and Saturday afternoon and evening, Sept. 24. Two days are given to the opening so that our friends from out of city may have equal opportunity with our city customers to take advantage of the event.

Orchestra music Friday afternoon and Saturday afternoon and evening.

We will show a wealth of the very smartest creations in ready to wear gowns, skirts, waists, cloaks, furs and millinery. Our display of dress goods, silks, trimmings, flannel blankets, linen underwear, carpets, linoleum, rugs and draperies will be the largest we have ever made.

### MAIN FLOOR

#### SPECIAL DISPLAY

Dress Goods, Silks, Trimmings

For Two Days

Fancy Silks in Persians and  
Plaids worth up to \$1.39  
For

 **75c**

### FUR DEPARTMENT

Second Floor

Classy, up-to-date FURS—exquisite Fur Sets, Muffs, Scarfs, etc. FUR COATS a specialty. Don't fail to see our line before buying.

### SECOND FLOOR

#### Millinery Department

FASHION finds her face and form reflected in BURCH BROS. CO., Millinery Store as faithfully as in a mirror. Not a turn, not even a hair's breath movement can the capacious dame make, but is on the instant reflected here—thousands of beautiful Hats—Large Hats—Little Hats—Hats of every size between. Trimmed Hats  
\$100.00 and down as low as \$1.39

#### Ready-to-Wear Department

### SECOND FLOOR

Ladies' and Misses' SUITS, exclusive styles \$100 and down to \$9.98.

Beautiful line of COATS for Ladies' and Misses, \$50 and down to \$4.98.

Ladies' and Misses' DRESS SKIRTS black or colored \$20 down to \$2.98.

Smart silk FROCKS for Ladies' and Misses' \$65. and down to \$12.98

Swell COSTUMES for Ladies' and Misses' \$50. down to \$9.95

Exquisite line of silk WAISTL black, white and colored \$18. down to \$3.95

Extra Special. \$5.00 Silk Petticoats while they last,

**\$2.98**

### THIRD FLOOR

Take time to see the splendid inducements we offer to buy

Rugs, Carpets,

Linoleums, Draperies,

Lace Curtains,

Trunks, Grips

### Children's Department

Second Floor

Coats, Caps, Hoods, Dresses

in fact, everything you can wish for.