

**BURCH BROS. CO.**

Leades in Women's, Misses' and Children's Ready-to-Wear and Millinery

# The New England

Trade at Headquarters Its's Safe

**E. R. LAY**

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

# The Whittall Rug Test

**Oriental Rugs and Antique Furniture go hand in hand**

Their value is mostly sentimental and their price unreasonable

Present-day Furniture will be prized by your grandchildren as rare antiques



## WHITTALL RUGS

Contain a wealth of Honest Material and but very little Sentiment. That is why they last so long and cost so little

The Whittall Anglo rug which thousands have walked over on our sidewalk will be given this same severe test two days more. Walk over it as often as you can these two days and remember this rug is being subjected to harder wear and treatment in one day than it would receive in your home in ten years. After this demonstration this rug will be sent to the mill to be thoroughly cleaned. It will then be returned to us and sold to the highest bidder.

There's a reason why those who have had Whittall rugs will buy no other.

There's a reason why those who want the best American made rug buy Whittall's.

There's a reason why you should buy Whittall rugs.

They are without exception the best American made rug. They are woven from fine, silky wool, grown on sheep in the mountaineous region of Syria. There is a sheer and finish to this wool not to be obtained elsewhere.

## Curtain Nets and Lace Curtains

¶ We are now showing a very large assortment of Quaker Lace Curtains and Quaker Nets by the yard. Come and examine our stock and let us show you how for a small expenditure you can have some new draperies.

¶ We also show a large line of Marquesettes and Voiles in white, ivory, cream, ecru, and Arabian shadings from the cheapest to the best qualites.

## High Grade Line of Linoleums

If you want Linoleums of good quality for the money, Linoleums that will look right and give Good Service inspect our line:

Linoleums for any room in the house

Linoleums for borders

Linoleums for the office floor

Linoleums, quality considered, on which lower prices cannot and will not be made, that is the kind we have for sale. Linoleums 6 feet and 12 feet in width.

## Table Linens

¶ Do you know that very few table linens are being imported into this country and chances are that none will be this fall. We purchased a large stock at the begining of the war, **paying no advances**, and while our stock lasts they are yours without increase in price.

¶ Those who offer linens for sale purchased this spring must necessarily get more money for them owing to advance in prices.

## Kid Gloves, Silk Gloves

We are showing an exceptional strong line of kid gloves, fabric gloves and silk gloves in black and all desirable colors. We show all silk elbow length gloves at per pair **49c**

## Parasols

In our selection of parasols this year we have been careful to avoid duplication of styles. We are showing new styles, new shapes, new colorings from finest qualities down to **98c**

Every Parasol shown is of this year's purchase

If You Can't Find What You Want Elsewhere Try Our Store.

# E. R. LAY

Sole agency for Butterick patterns. The best paper patterns published.