

By the Force of Superiority We Lead.

Boston Store

103, 105, 107, 109 E. DOUGLAS AVE

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And Wichita Dry Goods Shops follow our lead with the confidence of children. In the language of the plains this store is the bell cow. Our modes and manners of doing business are taken as standards for other Wichita shops, and no matter whether it is an appropriation to the street fair or a contribution to charity or the manipulation of some mercantile project or the closing of shops on a holiday, the doings of these merchants are gauged by what the Boston Store does first do. Our business methods are copied without reserve and our advertising ideas appropriated without compunction. But onward and upward we climb, knowing no competitors and caring for none, and feeling that any stray crumbs that may fall from our table are welcome to those little boats who, with less ambition and energy, needs must ride upon the waves left by the larger steamers. The fall season for 1899 has opened. The store holds out a welcoming hand to you. More than ever have we striven to buy for you what you most want. And more than ever have we striven to buy these things so that you can buy them of us at money saving prices. We'll do better by you and bigger by you than any other store or give back your money on request. The fall season is open and from now till New Year's there will be a push and hustle here that will almost take away the breath of feeble shops. As usual we extend to you an invitation to make yourself at home in the store. Linger and look as long as you like. When you are ready to buy obliging clerks await you, but you will never be importuned. A world of new stuffs for your selection tomorrow.

Side Combs



Looks as if the women will never quit wearing Side Combs for this fall than ever.

Here's a selection for you that has no rival in Wichita. We never miss a side comb customer, for we have what they want at the right price. Look at these this week. Per pair, 10c, 15c, 20c, 25c and **35c**

New Beauty Pins

And these are beauties, too. They have a setting of violets with a diamond center on gold plate wire **7c**

Chain Necklaces

Our jewelry buyer thought these too expensive to buy in the regular way, so bought this line of samples. They are made similar to metal belts, except the links are in necklace size, set in jewels. These are \$1.50 and \$2 articles. No two alike; choose **48c**

Fall Petticoats

These skirts are of cotton goods, but you wouldn't know it if we didn't call your attention to it. They look like silk and the patterns are prettier.



"Near Silk" Petticoats, "Oriental Silk," "Marine Velours" Petticoats and many others, \$1.99, \$2.50, \$3.50 and **\$4.50**

Have You Seen

the new Rainy Day Skirts? Just short enough to keep out of the mud, and oh, so handy. These are made of the double texture cloth. Plain outside and plaid inside. No lining or stiffening. Two button openings on side. Ten rows of stitching around the bottom. Colors are blue, brown, Astor, gray and black Special **\$9.00**

Here are thirty Black Skirts for you tomorrow. The price hardly represents the value of the goods by the yard. Figure it for yourself. These are made of Broaded Black Mohair. Well lined throughout. The price only **\$1.50**

A peach for the money.....

Golf Capes



Just a few of those Golf Capes left that we are selling at half price. These are samples or we couldn't do it. Blue outside, plaid inside, plaid hood with fringe **\$3.98**

New Linings



And this is where our little lining lady smiles. The lining stock is prettier than the silk stock, this season. Really. At last we have made this the largest lining department in Wichita. Oh, we've got 'em all. We want you to look through this week, for you'll have a new dress soon and we want you to know where you can find the prettiest and cheapest linings.

We want you to see these "Japan Skirting," "Marine Velours," "Near Silk," "Oriental Silk" and "Mirene Skirting." And we'll treat you tomorrow to a little purchase of fancy side linings: 35 inches wide and 20c values **10c**

Dress Trimming



We want you to see these all-over silks for yokes and dress fronts. Just look at them. If you don't like their looks we'll give your money back. These are in all the colorings of the rainbow, in embroidered and cut out patterns. Worked in silk chenille and tinsel.

Per yard \$3.00, \$5.00, \$8.00, **\$12.00**

A complete line of new Braids is here to greet you at 10c to **48c**

New Black Dress Goods



No question but that black Crepons will be the chosen ones this season. Our stock of these is complete with the richest and rarest. And you'll find these quality for quality less priced than elsewhere. Look! We'll take your word for it. \$1.00, \$1.25, \$1.50, \$2.00, \$2.25, **\$2.48**

But Black Crepons are without the reach of some purges and too dainty for all kinds of wear. So you'll find in this Black Goods stock a complete assortment of the lower priced stuffs.

Ten pieces of Black Fanetas, all wool, 44 inches wide; glossy finish; neat, dainty figure. A worthy value at 65c per yard. By a special trade happening we can offer you these at **50c**

Twenty pieces of Black All Wool Serge. This serge is 36 inches wide, a firm weave and smooth finish. You just simply can't find it for the price anywhere else in Wichita **29c**

Ten pieces of 46-inch Brillantine. For serviceable skirts there is nothing better. This would be an excellent value at 60c. You can't get it if you delay **42 1/2c**

Children's Cotton Plaids

These are intended for children's cheap school dresses. They are made in imitation of the wool plaids, and if you'll keep your fingers off you can't tell 'em. Granite effects, serge effects and momic effects.

12 1-2c and 15c

New Idea Patterns

We started in the paper pattern business last spring. We probably sell more Patterns now than do all other pattern stocks in Wichita combined. The reason is simple. We sell the same pattern for 10c that you have been used to paying 25c for.

New Corsets



The manufacturers have filled our fall stock complete. Some improvements over last season's styles. We can suit you in Corset, easily. All the best that's made are here.

ROYAL WORCESTER, K&O G. D. WAISTS, R. & G., AMERICAN LADY.

Take your pick. All guaranteed. Your money or a new corset if anything goes wrong. **\$1.00** Price

New Ribbons

Right along side of the corset stock. The new styles are now on exhibition.

Tam O'Shanter's

A line of one hundred samples that came in Friday. Too small a lot for a window sale; too small a lot to give large advertising space to; for we don't want more people to come for these than we can supply. A few Golf Caps in the lot. Best right for the school children. Worth 50c, 75c and \$1.00. Choose **19c**

New Dress Goods Colors



The Dress Goods season is fairly on, and every day the stock is turning out many costumes. You'll find the assortments better this season than last, and fairly priced. Plaids seem to be the present rage, and just now those Golf reversible plaids, plain on one side. These come fifty inches wide at **50c**

Choice of ten pieces of Camels' Hair Plaids. Long shaggy black nap upon grounds of blue, brown, green and red. Per yard **50c**

Twenty pieces of Camels' Hair Checks and Plaids and Cheviot Checks. Colors and blacks and color combinations. Made right, they'll look as well as the most expensive. Per yard **29c**

Six pieces of Corded Satin Reverses. Plain colors; cotton warp; heavy weight; shades are national, navy, plum, cardinal and black. They are rich, nice stuffs and well worth half a dollar **39c**

Special Short Lengths

Sixty short lengths of French Importations from 2 to 4 1/2 yards each. This fall's styles. Worth \$1.25 to \$2.50 per yard. Choose, per yard **75c**

Ten exclusive Skirt Patterns in Silk and Wool Crepons. Black effects with brilliant colorings woven in. At exclusive pattern of 4 yards for **\$8.00**

Four pieces of 46-inch Whipcord; cotton warp; changeable colorings; black and blue; black and red **25c**

Twenty pieces of 44-inch Jacquards. Woven in flowered patterns. All the color combinations of the sea **25c**

New Silks



"And autumn's rich content all golden with imprisoned light."—New Silks. Not so bright and brilliant as those of spring, but in those warmer shades that suggest cooler days. Rich and royal in their colorings, and more becoming to complexions than the brilliant sorts. This silk stock is laden with the wealth of the new fall-styles. The silk buyer has bought with the discretion and care that comes from the knowledge of your wants, by years of association. Improvement has been the watchword, and you'll find more expensive stuffs here than ever before, additional to the cheaper sorts that as a department store, catering to the masses, we must handle.

New Corded Silks in plain colorings in a choice of ten colorings **75c**

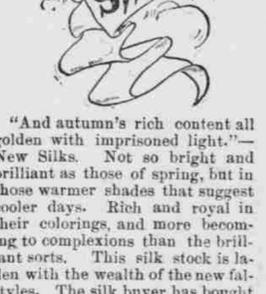
New Striped Silks, in a choice of twenty color combinations **\$1**

New Plaid Silks, in a variety both pleasing and satisfying **\$1.25**

New Crepon Silks. Black effects with brilliant colorings interwoven **\$2.00**

New Plain Taffeta Silks, in a choice of a dozen shades or more in each line. **49c, 85c, \$1.00 and \$1.25**

Handkerchiefs



Handkerchiefs, as spelled here, sounds the same as at other shops, but how different when you come to the store. How much greater the assortment. How much lower the prices.

Tomorrow we will create a little stir in this stock by offering you thirty dozen Irish Linen Handkerchiefs, hemstitched—all pure Irish Linen, mind you—each **9c**

Boys' Clothing



School days are at hand and the school boy with the new suit will be strictly in it. The "Boston Store Boy" will be there and the chance is that he will be better dressed and more economically dressed than his companions. It's easy for us to undersell on boys' clothing, as this store does not depend on it's clothing profits alone.

Black Silks

A complete line of New Black Silks in both Pean de Soie and satin. For reasons that have been the cause of this silk stock growing so, we have these Black Dress Silks marked from 15 per cent to 25 per cent less than the usual.

SPECIAL

Tomorrow—don't ask for it later—we offer you a Black Satin Duchess, all silk, soft, pliable and unwrinklable; 29 inches wide; the 75c sort, for **55c**

Also choice of 12 pieces of Drapery Silks, 36 inches wide, and the newest patterns, at, per yard **42 1/2c**

New Embroideries



The new embroideries are now open for you. Among them you'll discover the dainty Switzerland nungled with that of the French and German.

We start you to looking at these Embroideries tomorrow by inviting you to this remnant basket. These are all bargains. Many of them bought right at the factory in these short pieces. They won't be here long, however, so come soon.

Ladies' New Neckwear



And this is where the pencil quivers, for no adequate description can be given of them. The lines are more varied and more beautiful than in the spring. The handsomest are of velvet at \$2.00, and on through the silks, satins and chiffons.

Look tomorrow and we'll give you choice of these Ladies' Scarf Ties in washable lawn, pale blues and white. Worth 25c, for **5c**

GLOVES



Well gloved almost means well dressed. And while being well gloved will not be economically gloved as well? You'll find better qualities here for the money than elsewhere, not because we buy them cheaper, but because we do not strive for enormous glove profits.

We guarantee every pair of Gloves we sell, and it is a guarantee that guarantees. The two-clasp kind are the only proper ones for this fall. All the popular fall shades now ready for you.

\$1.00, \$1.50, \$1.75

Handkerchiefs



Our Model Dressy School Shoe, made of either kid or White Horse, box with genuine kamarras tops, new toes and tips, heavy, square-edge soles, kid shoe panel attached. Sizes 7 1/2 to 7, widths D and E. Price **\$2.00**

Our Model Dressy School Shoe, made of either kid or White Horse, box with genuine kamarras tops, new toes and tips, heavy, square-edge soles, kid shoe panel attached. Sizes 7 1/2 to 7, widths D and E. Price **\$2.50**

Vesting top shoes, turn, McKays and white, at same price, \$2.50.

We have a beautiful line of wets and turns, with or without silk vesting tops. In widths C to F, comprising the very latest creations of showmen, at \$2.50 and \$3.00 per pair; at least fifteen different styles, so we will not attempt to describe them; but we like to show nice shoes, whether you buy or not. Let us show you these Moore-Shaffer goods.

Remember, we have School Shoes in abundance at prices that can't be beaten in Wichita.

New Hosiery



This Hosiery stock is one of the most important in the store. Why we sell so much Hosiery has long been a matter of much concern among the other shops. It's easy. Lower prices will work wonders. These hints for tomorrow:

Ladies' Hosiery

Thread Hosiery **25c**

Ladies' Real Mame Fancy Ribbed Fair Black Hosiery **25c**

Ladies' Seamless Black Hosiery **19c**

Misses' Seamless Black Ribbed Cotton Hosiery (knee and heel) and Mame yarn **25c**

Misses' Black Cotton Hosiery (knee and heel) ribbed **19c**

Seamless Ribbed Hosiery, guaranteed a seamless black **10c**

Boys' Fair Black Seamless Hosiery (knee and heel) **15c**

One hundred pairs of Ladies' Fancy Striped and Fancy Ribbed Hosiery, combinations of black and white shades; comprising various kinds and sizes, being the old lots from a factory. Worth up to 60c per pair **35c**

SPECIAL

This week we give "Our Boys" another chance that they should not miss. (Choice of fifty boys' suits in Cassimere, Tweeds, Homespuns, Serges and Cheviot Mixtures. All knee pant styles. Well made. Well made in every particular. This is an assortment of taken from lines that sell at \$2.00 to \$2.25 per suit. This week **\$1.50**

Also thirty pairs of old knee pants in various kinds of cloth. Pants that should sell for 25 to 30c per pair. This week choose **39c**

Umbrellas



If you know enough to come in out of the wet you can see at a glance that these dollar umbrellas are unusually good values. Steel rods, paragon frames, natural wood handles, black silk serge tops. Every one we sell will be guaranteed to give you satisfaction. There are many \$2.00 umbrellas that won't do that. We think this one is as good as you've seen for **98c**

Price here, **\$1.25**. The price here, **98c**

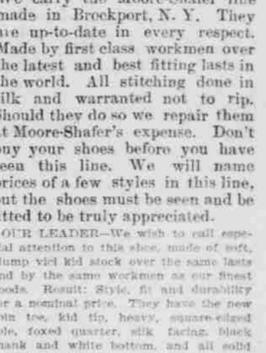
New Shoes



We want to emphasize and impress upon the minds of the public that we have one of the largest shoe stocks in the city and as good assortment and variety of styles as you will find in Kansas. Our fall goods are arriving daily, the Ladies' Fine Shoes being well represented and they are elegant. We carry the Moore-Shaffer line made in Brockport, N. Y. They are up-to-date in every respect. Made by first class workmen over the latest and best fitting lasts in the world. All stitching done in silk and warranted not to rip. Should they do so we repair them at Moore-Shaffer's expense. Don't buy your shoes before you have seen this line. We will name prices of a few styles in this line, but the shoes must be seen and be fitted to be truly appreciated.

OUR LEADER—We wish to call special attention to this shoe, made of soft, plump kid stock over the same lasts and with the same workman as our finest goods. Result: Style, fit and durability for a nominal price. They have the new coin toe, kid tip, heavy, square-edged sole, foxed quarter, silk facing, black shank and white bottom, and all solid leather; in fact, a world-beater. Sizes 7 1/2 to 8; widths D to EE. Price **\$2.00**

House Furnishings



The House Furnishings Stock is ready for the fall campaign and the "kitchen girl" is smiling bright for she knows that we have the best selection at the lowest prices. Here's a sample list for you tomorrow.

Gold Band Glasses, 5 for **50**

Initial Glasses, 4 for **25**

Imitation Cut Wine Glasses, 4 for **25**

Colored 4-piece Tea Set **25**

Fancy Decorated Spice Cans **25**

Wine Soap Dish **25**

Lunch Boxes, 10c and **25**

Waste Baskets **25**

Sugar Canisters **25**

Initial Glasses, 4 for **25**

4qt. Blue Enamelled Tea Kettle, porcelain lined **25**

Wall Coffee Mugs **25**

Gold Band Glasses, set **25**

Wine Glasses, 4 for **25**

Fancy Fruit and Pie Plates **25**

Notion Knick-Knacks



This Notion Counter is loaded down with fall usefuls, luxuries and curiosities. Most every little thing you need for the household you can find here and the prices are so little.

Aluminum Hair Pins, 1 doz. **5c**

Cotton Tapes, 2 rolls **5c**

Linen Tapes, per roll **5c**

Steel-pointed Sewing Pins, 1 doz. **5c**

Thumbtacks, 10, 25 and **5c**

6 dozen large Agate Buttons **7c**

Qr. bottle German Laundry Blue **5c**

Foot Household Ammonia **5c**

Quart Household Ammonia **5c**

Good Tape Linen, 1/2 doz. and **5c**

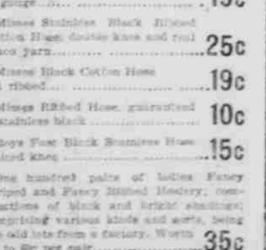
Kid Hair Curler per bunch, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260, 270, 280, 290, 300, 310, 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480, 490, 500, 510, 520, 530, 540, 550, 560, 570, 580, 590, 600, 610, 620, 630, 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 790, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 910, 920, 930, 940, 950, 960, 970, 980, 990, 1000

Towels

A little lot of ten dozen that can't last more than a day at the price. These are fine figured Huckaback, 12 inches long and 22 inches wide; 50 Towels in every corner of the yard.

Tomorrow **19c**

NEW GROCERIES



Groceries are always new here. Always clean and fresh. Always the best your money can buy. Always lower priced than elsewhere. This grocery store has changed Wichita grocery prices considerably in the past year. It might pay you to try this grocery just as an experiment.

GENEZE

This is something that the Grocery Department has to advertise sale of in Wichita. We believe it is a good thing and we want you to try it for washing clothes. Don't send any wash load. So rubbing or scrubbing best Clean and soap. Your washday garments will last twice as long by using Geneze. Per package **25c**

1 lb. of Gen Meal for **25c**

Good Flour, per 5 lb. **25c**

Green-Nuts, per package **25c**

1 can of Lovers Lay for **25c**

1 lb. package Gold Fruit **25c**

1 pound 100 Syrup **25c**

Golden good Syrup **25c**

Choice Dark Coffee, per lb. **25c**

Black Coffee, per lb. **25c**

Dark Coffee, per lb. **25c**

Good Tea, per pound **25c**

Best-very best Tea **25c**

Black Flour, per sack **25c**

Mincham Corp, per sack **25c**

The Bean, per sack **25c**

The Fresh Country Butter and Eggs every day.