

Wichita's
Largest
Shopping Center

TWENTY-SIX
DEPARTMENTS



45000 Square Feet.
Floor Space

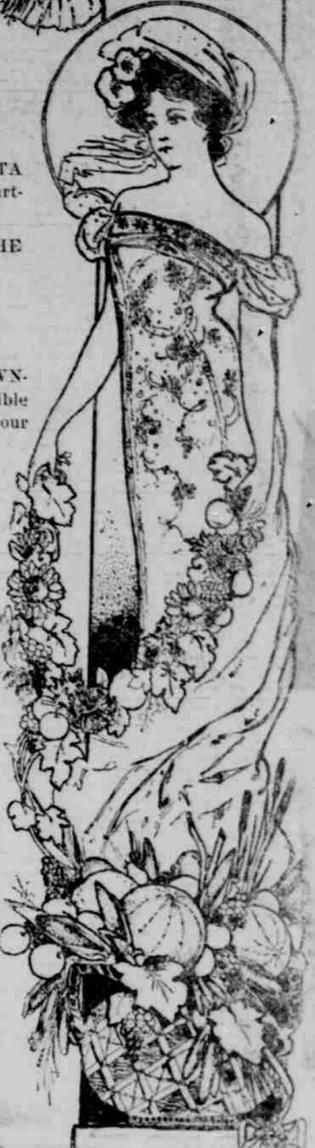


Mail Orders Filled



ALL CARS STOP HERE

Visiting Odd
Fellows!
Your Pack-
ages Checked
Here Free



FACTS TO REMEMBER ABOUT THIS STORE

WE GIVE MORE SQUARE FEET OF SPACE TO THE display and selling of merchandise than any other store in the state, and always will.

WE GIVE EMPLOYMENT TO MORE PEOPLE THAN any other retail store in Wichita.

Our Millinery Department is the Largest and Best in the State

And is So Conceded by All Who Visit the Great Stores and Know

WE CARRY LARGER STOCKS, IN POINT OF SIZE and in value, than any other store in Wichita. Bought by our experienced buyers for this, and our five branch stores, all in Kansas.

THIS IS THE ONLY DRY GOODS STORE IN WICHITA continuing under the same management by which it was started. Eighteen years ago next February.

WE SELL MORE GOODS AT RETAIL DIRECT TO THE consumer than any other Wichita store.

WE INVITE YOU TO MAKE THIS YOUR DOWN-TOWN headquarters at all times. The most generally accessible point in Wichita as all cars stop here. We will check your packages or deliver them for you free of charge.

ALL GOODS MARKED IN PLAIN FIGURES. MONEY BACK FOR THE ASKING

FOR THIS FALL AND WINTER SEASON WE HAVE brought to bear all the skilled efforts of our superior buying force, and can safely say the stock of merchandise we offer is without an equal in the west.

WE MENTION SOME OF THE MORE IMPORTANT lines, every one of interest to you. It will pay you to keep in touch with this store every day of the year. Watch the papers for our special advertisements.

Silks--Black and Colored Dress Goods--Velvets

- | | | | | | |
|---|-------|--|-------|---|-------|
| 19-Inch Plain-Colored Silk Taffeties; light and dark shades; also white and black; 50c value at | 39c | 36-Inch All Wool Zibeline and Venetian Cloths; Green, brown, red, blue; per yard | 39c | 36-Inch All Wool Granite Cloth; in black only; either striped or plain weave; per yard | 49c |
| 27-Inch Box Ray Lining Silk; will not tear, stretch nor split; guaranteed pure silk; all leading shades | 85c | 60-Inch Waterproof Suiting; brown, blue and red; good heavy weight; per yard | 55c | 26-Inch Black Zibeline in black; all wool; heavy enough to make-up without linings; Splendid finish; per yard | 49c |
| Circle One Silk; 19 inches wide; all silk; for waists, skirts, or petticoats; fifty different shades, including black and white; per yard | 58c | 36-Inch All Wool Zibelines, fuzzy nap, mixed colors with hair line stripe; per yard | 49c | 27-Inch Wide Wale Corduroy Velvets for waists; an entire costume; all the leading shades; per yd. | 85c |
| Three Pieces 19-Inch Black Silk Taffeta; lustrous finish (guaranteed to wear on selvage) at | 55c | 50-Inch All Wool Mixed Suitings; brown, blue and light grey; per yard | 98c | New Metal Printed Velvets for full waists. 24 inches wide; per yard | 85c |
| Two Bolts 22-Inch Black Silk Taffeta; extra quality and finish; worth 75c per yard; this week, yd. | 62c | 56-Inch Long Shaggy Wool Camel's Hair in blue, brown, green and grey; per yard | \$125 | 24-Inch Gun Metal Waisting Velvet; black and white changeable effect; per yard | 85c |
| A splendid offering in Yard-Wide Black Silk Taffeta. Guaranteed to wear; worth \$1.25 per yard. | 85c | 54-Inch Shearad Camel's Hair Suiting; blue, brown and green with white napped finish; per yard | \$175 | CORDUROY SPECIAL--Hunter's Green Corduroy Velvet; 27 inches wide; worth 85c; while it lasts. | 69c |
| 27-Inch Black Peau De Sole Dress Silk; | \$100 | 54-Inch Long Silk Napped Camel's Hair Suiting; blue or green; \$1.00 quality at | \$125 | Large line of Fancy Waisting Silk in all the latest designs and colorings; 5c, \$1.00 and | \$125 |
| 26-Inch Extra Quality and Finish Black Peau De Sole Silk; guaranteed to wear; per yard. | \$150 | 46-Inch Zibelines; shaggy napped finish; navy blue or green; \$1.00 quality at | 85c | | |
| | | 52-Inch Flocked Scotch Suitings; brown, blue or black with white markings; yard | \$100 | | |

CLOAKS--SUITS---SKIRTS---FURS

- | | | | | | |
|--|-------|---|--------|---|-------|
| Ladies' Tailor-Made Suit of Scotch mixed suiting in grey and olive shades. skirts nicely tailored in instep length; panel front; velvet button trimmed; new tucked skirted blouse coat with velvet collar; worth \$10.00; just a dozen in the lot. While they last | \$698 | Ladies' Tailor-Made Suits of blue or black cheviot serge; also fancy Scotch mixtures. In long skirted blouse coats and instep skirts, latest models | \$1500 | Misses Nobby Half-Fitting Jacket in navy blue Kersey cloth; ages 12, 14, 18 years; large storm collar; an extra special Jacket Value for this week at | \$298 |
| | | New shipment of late style Blue Zibeline. Skirted coat, triple-cape collar, stole trimmed; full silk lined; instep skirt, suit | \$2500 | Ladies' Black and Castor Kersey Box Coats; double-breasted; large buttons; new Bishop sleeve. Price | \$650 |
| | | | | Seventy-Five Black Plucked Coney Fur Neck Scarfs; flat shape; good length, with six long tails; while they last this week at | \$169 |
| | | | | Fifty Black and Brown Imitation Marten Neck Scarfs; six full round tails. Medium length. Splendid value at | \$498 |

Apache Beads

Abundance of Beads in every color, including black and white. Big bunches of forty strands six inches long. Bunch

Cups and Saucers

500 Handsomely Decorated Cups and Saucers. Popular shape with handles. Blue, green and gold decorations; worth \$1.00 a set. This week, each

Housekeeping Essentials

- | | | | |
|------------------------------------|-----|----------------------------------|--------|
| 37-Quart IX Dish Pan | 25c | Wicker Lunch Boxes, each | 35c |
| 34-Quart IX Dish Pan | 25c | Wicker Hampers, \$1.00 to | \$2.25 |
| 16-Quart Flaring Milk Pail | 50c | Galvanized Tubs, 48c 56c | 60c |
| 16-Quart Galvanized Pail | 50c | Galvanized Wash Boilers | 85c |
| 11-Inch Tin Wash Basin | 50c | Tin Wash Boiler, copper bottom | 95c |
| 5-Quart Tin Coffee Pot | 10c | Tin Wash Boiler, tin bottom | 75c |
| 6-Hole Muffin Pan | 30c | Double Wash Boards | 35c |
| 1/2 Gallon Jars (Ball Mason) | 5c | Brass Wash Boards | 25c |
| Tin-Top Jelly Glasses, per dozen | 25c | Glass Wash Boards | 35c |
| Jar Caps, per dozen | 25c | 10 Foot Cotton Clothes Line | 10c |
| 6 Rolls "Full Value" Toilet Paper | 25c | Clothes Pins, 2 dozen | 5c |
| 1-Inch Jordiniere | 25c | Galvanized Clothes Line, 60 feet | 15c |
| Large Wicker Clothes Baskets, each | 25c | 50-Pound Floor Cans | 25c |
| 6c and | 25c | 8-Armed Towel Rack | 25c |

Bead Chatelaines, 49c

Just an even hundred of these Steel Beaded Chatelaines; popular 5-inch size. Hand crocheted design. Chamois back; inside pocket; oxidized metal frame. Worth double the price. See outside case display

Autumn Table Linens

- | | |
|--|-----|
| 64-Inch Snow-White Mercerized Satin Damask; three choice patterns; worth 60c a yard at | 49c |
| 22-Inch Satin Mercerized Table Damask; neat floral design; worth 75c per yard at | 53c |
| 28-Inch All-White Bleached Table Damask; regular half-dollar quality; per yard | 39c |
| 64-Inch Cream Union Damask; good serviceable quality; worth 85c per yard at | 35c |

25c Clothes Brush, 10c

One Thousand Twenty-Five-Cent Clothes Brushes will be sold at this price to advertise this store. As every Brush has our name stamped on the wood back. Help us advertise and get a good Clothes Brush for

Leather Auto Bags

A special shipment of those popular Black Imitation Seal Leather Automobile Bags. Nickel-plated chain. You'll count them worth every cent of seventy-five cents. While they last

New Toilet Sets

Twelve-Piece Toilet Sets, handsomely tinted in pink and green. Another 10-piece set in white and gold at

200 Pair Lace Curtains, Samples Worth Up to \$1.50, Monday 69c Pair

Tuesday's Special Event

One Thousand Pair Ladies'--Misses' and Children's Sample Hose

A Hosiery sale of more than usual proportions, and interesting features. Consisting of One Thousand Pair of Ladies', Misses' and Children's Sample Hose, in imported fleeces, cashmere, wool and fine cotton. Full regular made and strictly perfect. Values ranging up to 50c per pair. Most all of them are black--some few plain colors. See advance window display.

Tuesday, 15c Pair

Sale Begins 9 a. m.--An Hour Before the Parade

Wednesday's Special Event

Fifty Dozen Ladies' Vests and Pants



Our first autumn sale of Fall Weight Underwear, consisting of Fifty Dozen Ladies' Swiss Ribbed Vests and Pants, silk trimmed; hand crocheted edge; pearl buttons; velvet fleece lined; pink colored; full line of sizes; regular 50c values the world over. See window display. As an October offering--

Wednesday, 39c Garment

Sale Commences 9 a. m.

Thursday's Special Event

Fifteen Dozen Ladies' Eiderdown Dressing Sacques



A special purchase of Fifteen Dozen Ladies' Eiderdown Dressing Sacques--bought much under price. Made of wool fleeced eiderdown exactly like illustration; feather stitched edges; silk ribbon at neck. Colors are grey, red and light blue. Worth \$1.00. See window showing. On sale--

Thursday, 69c Each

Sale Starts at Nine o'Clock

WE HAVE SECURED THE AGENCY FOR

La France \$3.00 Shoes for Women

After considering well many lines of Shoes, we have selected "La France" as representing the best value obtainable, in a Woman's Shoe for \$3.00. In cities where this Shoe is already being sold, it is the recognized leader, famous for its style, ease and long wearing qualities. The "La France" \$3.00 Shoes are constructed on common-sense principles, insuring ease and comfort without a sacrifice of those style points that appeal to a woman's taste, or her pride in a well and stylishly dressed foot. Note a few styles for autumn and winter wear.

- | | | | | | |
|-----------|--|-------|----------|--|-------|
| Style 270 | Lima Kid Lace Boot; patent leather tip; light flexible turned edge; Half French heel. "An afternoon" shoe | \$300 | Style 92 | Lima Kid Lace Boot; Kid tip; hand-turned edge; low heel; fifth around toe; per pair | \$300 |
| Style 174 | Lima Kid Lace Boot; patent leather tip; Welt extension sole; non-slip vamp; medium low heel. "A morning" style | \$300 | Style 54 | Lima Kid Lace Boot; patent leather tip; light flexible edge; non-slip vamp; half-military heel; pair | \$300 |

Every Pair of "La France" Shoes Have "Rock Oak Soles" and "Wear-Proof Linings."

