

PETTIS DRY GOODS CO.

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# Wednesday is Charlie Maguire Day



Charlie Maguire is the grand old man of the Pettis store.

Fifty-three years have passed since he first came to this store.

His kindly face is known to thousands of people.

In recognition of his years of loyal service, we designate as

## Charlie Maguire Day

Wednesday, October 6th

Under the direction of Charles Maguire we have prepared the most tremendous merchandise values it has ever been our good fortune to offer.

Charlie Maguire is a shrewd judge of values, and he says:

"I want every person in this city who is in the least interested in saving money to know that everything offered for Charlie Maguire day has been personally inspected by me, and I unhesitatingly state that I have never seen greater values."

Charlie Maguire tells the story of his day on this page.

And to his cordial invitation we add ours.

"Come in Wednesday and shake hands with Charlie Maguire."

Owing to the extremely close price we can take no mail, phone, C. O. D. orders or layaways.

5,000  
White  
Carnations  
Given Away  
On  
Maguire  
Day

**"There's Only One Way to Keep Track of Your 'Specs,'"**  
says Charlie, and he knows, all right. You may have to have a holder for them; so Charlie went around to Dr. Sattler's department and asked them to give a special for Maguire Day, and they did—

50c Automatic Eyeglass Holders, 35c

They're dandy black enamelled ones that wind up and keep the glasses safe from anything that might molest them.

Pettis Optical Dept., street floor, aisle four.

## "Little Toddlers Must Have a Show"

Because Charlie has a place in his heart for every wee boy and girl and he wants them to have these.

\$1.98 Dresses, Creepers and Rompers at \$1.25

All are made of fine gingham in plaids, and plain colors, prettily trimmed in contrasting shades. Sizes for infants and children.

Pettis Infants' shop, second floor.

## A Charlie Maguire Courtesy to Women

**\$4.95 Morning Dresses, \$3.48**

He says and we believe correctly, "Charming house frocks bring to homely tasks the romance of daintiness"—and so these dresses of striped and plaid ginghams, with collars of white pique or contrasting color go on sale for this memorable occasion.

Pettis house dresses, second floor.

## "Give Me Those \$3.50 Shirts and Let Me Sell Them to the 'Boys' at \$1.98"

We gave him a free hand, said "pick out our best item, Charlie," and that was his choice. So here goes. Shirts of madras, plain and woven, ducetines and soft finish percales, all made with soft cuffs, in a good range of sizes. Good patterns; all guaranteed fast color.



**\$3.50 Flannelette Pajamas, \$2.19**

Another hot one for Charlie's "boys." They're of soft, downy domet, properly trimmed. All sizes.

Any 95c Tie for 59c

That's what Charlie wanted. Your choice of beautiful flowing end scarfs in radiant overflow of attractive colorings.

**All \$3.00 Union Suits for Men, \$2.00**

Charlie wants to keep the "boys" warm, so we agreed to sell any \$3.00 jersey ribbed union suit in stock at \$2.00. All sizes from 34 to 46.

Pettis men's furnishings, street floor, east aisle.

## Charlie Maguire Wants Every Woman to Buy Handkerchiefs

Not alone because the price is so low, but he wants them to remember this day and the wonderful values they got:

**Fancy Handkerchiefs, Each 5c**  
(2 dozen to a customer.)

Fancy handkerchiefs, embroidered in one corner in white and colors.

These would sell regularly for 10c to 12c.

Pettis handkerchiefs, street floor, aisle two.

## "I Like to See Pretty Pictures Smile from the Walls"

And I know others do also, said Chas. Maguire, as he marked a collection of

**200 Assorted Subjects at One-Half Price**

The regular prices range from 75c to \$6.00. All are suitably framed.

14x17 copies of old masters in soft brown frames with mats.

Pettis pictures, fifth floor.

**\$2.98 Outing Flannel Gowns, \$2.19**

Here's a good opportunity to freshen your supply and be ready for cold winter nights.

We especially want you to notice how generously they are cut and how well they are finished in every particular.

They come in plain white or dainty pink or blue striped effects. Some are trimmed with braid and others neatly finished with hemstitching.

Of course, this low price is just for Maguire Day.

Pettis underlinings, second floor.

## 3500 Pieces High-Class Dinnerware

Decorated in several attractive conventional and floral designs.

Breakfast and Butter plates, regularly \$2.90 doz. each.	10c
Pie Plates, regularly \$2.25, each.	12c
Tea Plates, regularly \$2.98 dozen, each.	15c
Large plates, regularly \$4.98 dozen, each.	20c
Cups and saucers, regularly \$6.75 dozen, pair.	38c
Vegetable Dishes, regularly 80c, each.	48c
Meat Platters, regularly 75c, each.	35c
Meat Platters, regularly 85c, each.	45c
Soup Plates, regularly \$4.98 dozen, each.	20c
Bowls, regularly 65c, each.	35c
Gravy Boats, regularly \$1.25, each.	48c
Fancy Salads, regularly 75c, each.	38c
Pickle Dishes, regularly 68c, each.	25c

Pettis basement.

## "Something Special for the Ladies"

said the gallant Charlie to the blouse chief. And after a little dickering he set his mark of approval on

**\$6.95 and \$5.95 Blouses at \$3.95**

There are taffeta, satin, crepe de chine and Georgette blouses, in both tailored and dressy models.

And such a splendid color range to choose from in light and dark suit shades.

Plenty of long sleeve styles for those who want them as well as short ones.

Pettis blouses, second floor.

## Charlie Maguire Knocked a Home Run When He Made These Prices!

### Fur Trimmed and Plain SUITS

Including Suits of up to \$98.00 Values

**\$46.00**

Velvets Tricotines Yllama  
Duvet de Laines Poiret Twills

All the leading colors for Fall and Winter



### New Winter COATS

Coats that compare favorably with coats selling regularly \$65.00 to \$89.50

**\$48.00**



Chameleon Cords Bolivia  
Silvertones Broadcloth Suedine  
Tinseltones Frostglo

Many with deep collars of fur, others self collared. Sizes for women and misses.

Pettis coats and suits, second floor.

The First 67 Men Who See "Charlie Maguire" Wednesday Morning Will be Given an Order

For Any Suit or Overcoat at One-Third Less

See Charlie Maguire the first thing in the morning.

**Junior Coats, \$13.95**

Practical, serviceable coats of American velours and oxford cloths; belted and loose, full models.

Many with collars of fur.

**Up to \$9.95 Middy Dresses and Suits, \$4.95**

Sizes 6 to 14 years. Several colors and materials to choose from in regulation middy dresses and suits.

Pettis junior dept., second floor.

## 1,000 "Charlie Maguire" Mattresses

At Factory Cost—

**\$8.95**



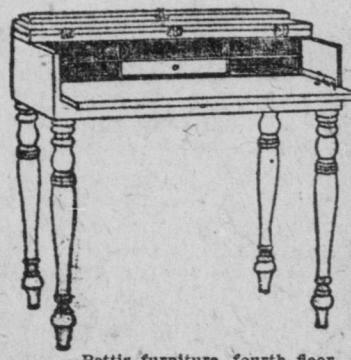
**\$27.50 Martha Washington Sewing Stand, \$18.75**



**\$55 Spinet Desk, \$39.75**



A most convenient stand with a large pocket at either end and three spacious drawers for sewing materials, thread, needles, etc. Size of top 14x27 inches. Beautifully finished in brown mahogany.



Pettis Furniture, fourth floor.

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THE NEW YORK STORE EST. 1853