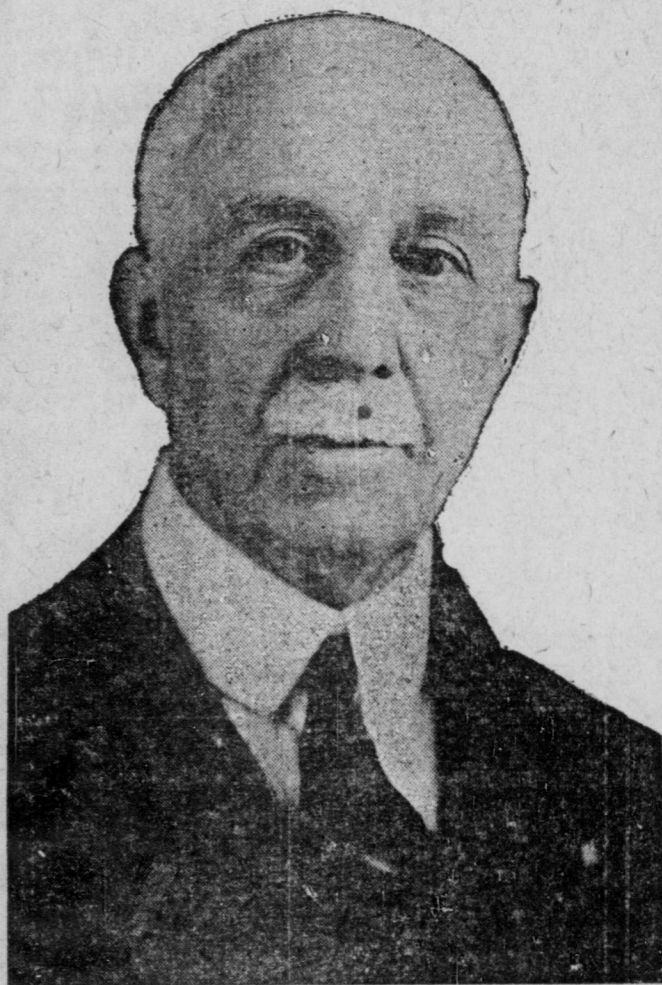


PETTIS DRY GOODS CO.
THE NEW YORK STOREPETTIS DRY GOODS CO.
THE NEW YORK STORE

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 lay-aways.

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, alright. 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 enameled 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, ducettes 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 domes, properly trimmed. All sizes.

Any 95c Tie for 59c

That's what Charlie wanted. Your choice of beautiful flowing end scarfs in a 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.

\$2.50 values for Maguire Day, \$1.50.

10x24 hand-colored landscapes in oxidized gold frames, with mats, \$5.00 values, \$1.79.

—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 undermaulins, second floor.

3500 Pieces High-Class Dinnerware

Decorated in several attractive conventional and floral designs.

Bread and Butter plates, regularly \$2.90 doz, each. 10c

Pie Plates, regularly \$3.25, each. 12c

Tea Plates, regularly \$3.98 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 dicker 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 Poirer 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.

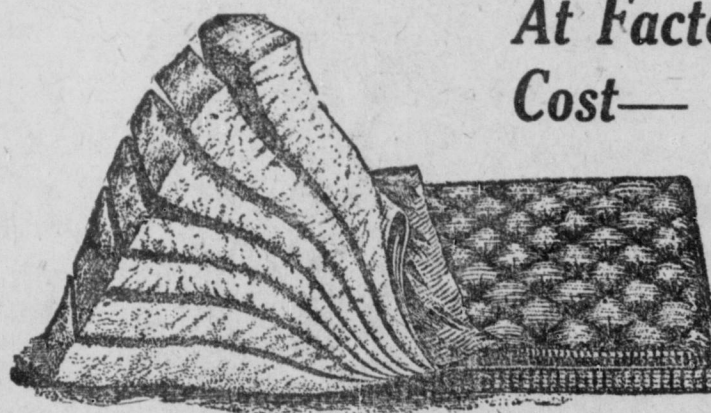
Many with collars of fur.

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



The furniture section has caught the spirit
of "Charlie Maguire" day. To celebrate the
long record of Charlie Maguire, who entered
the service of this store in 1867, one thousand
high-grade mattresses at exactly factory cost,
\$8.95.

The mattresses weigh and are 45 pounds of
100% cotton felt, covered with good grade art
ticking; have roll edge, round corners, heavy
strap handles and come in all sizes.

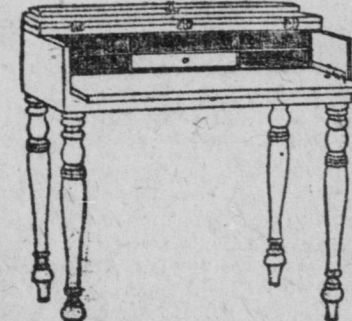


\$27.50 Martha
Washington
Sewing Stand,
\$18.75

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

\$55 Spinet
Desk,
\$39.75

A beautiful mahogany
desk, finished in brown;
size of top 19x33 inches;
full width lid, folding
twice; has two small and
one large drawer.



—Pettis furniture, fourth floor.

PETTIS DRY GOODS CO.
THE NEW YORK STORE EST. 1853