

Pettis Dry Goods Co.

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# The Greatest Step Toward Establishing Pre-War Prices That Has Been Taken In Indiana

Prices are down in the Pettis store. They are down, in many instances to lower levels than prevailed a year ago. They are down to the point which the public considers fair and reasonable.

The proof of this lies in the fact that we have just completed eight days of the most tremendous selling. All previous Anniversary Sales records have been broken.

Thousands upon thousands of shrewd, careful shoppers keenly analytical and determined to be shown, have put the stamp of their approval upon the Anniversary Sale by purchasing hundreds of thousands of dollars worth of this merchandise.

## The Pettis Anniversary Sale Will Be Continued One More Week!

It was our intention to close this sale tonight, but the unusual nature of the response leads us to believe that we have struck the keynote of the popular demand.

It has always been our firm belief that the growth of this business depends on rendering the greatest service to the people of this city, and we believe that we can render no greater service at this time than to continue this great event so that thousands more people may profit by the savings, which so many thousands have already enjoyed.

This great store, supplying practically every need of every-day life, offers to you the flower of its stock of fall and winter merchandise at the most drastic reductions which have been seen for years.

The blue pencil has been wielded mercilessly. Merchandise has been marked at prices to move it.

Bear in mind that this store has established itself in its present leading position by virtue of its value giving. When it takes a step like this—reduces its already low prices—it is an event of momentous importance to every home in this city and state.

This store-wide movement takes little or no regard of former prices. It has as its aim the establishment of "normalcy" in prices. This is an opportunity that calls for action—decisive, prompt action—from every thrift seeking person within reach of the voice of this newspaper. Heed the message and supply your needs at the lowest prices you have seen for years.

**The Greatest Money Saving Opportunity In the History of This Store  
Continues All Next Week. Come and Share In It.**

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