

PETTIS DRY GOODS CO.

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# A Page of Lockhart Surprises--Read!

"I'll Set the Hearts of  
All the Women A-thrill"

With My Big Sale of New  
Spring Dresses

**\$13.95**



One model illustrated. Dozens to choose from.  
Splendid color assortment.

Imagine the first of February and getting  
new spring dresses—advanced and au-  
thentic styles.

If we can bring to the women of Indian-  
apolis only a partial realization of the beau-  
ty and quality of these garments, WEDNES-  
DAY WILL BE THE GREATEST DRESS  
DAY WE HAVE EVER HAD.

Dozens of new styles; puffed skirts, wool  
and silk embroidery, beading, tunics, over-  
skirts and sashes.

Dresses of taffeta, satin and tricotine.  
All sizes from 16 to 44 if you are prompt. 'Twould  
be regrettable if you come too late for exactly the  
dress you've been looking for.

—Pettis dresses, second floor.

## 49c BOOK SALE

A large purchase of a publisher's remainder of good and well se-  
lected readable books of good fiction.

All fresh, clean stock, which were published to sell for \$1.00 each.

The Eagle of the Empire—Cyrus Town-  
send Brady  
A Ladder of Swords—Gilbert Parker  
Where the Souls of Men Are Calling—  
Credo Harris  
The Rider in Khaki—Nat Gould  
The Blue Envelope—Sophie Kerr  
The Evolution of Peter Moore—Dale  
Drummond  
The Unknown Mr. Kent—Roy Norton  
A Spirit in Prison—Robert Hichens  
The Intrigues—Harold Bindloss  
The Salamander—Owen Johnson  
Felix O'Day—F. Hopkinson-Smith  
The Mediator—Roy Norton

**49c**

\$1.00 Stationery, 60c

Marcus Ward's Irish Poplin,  
fine quality writing paper. Vari-  
ous tints in blue, pink, buff, lav-  
ender and white.

—Pettis stationery, street floor, aisle four.

35c Packs Playing  
Cards, 25c

Steamboat playing cards—all  
new, clean packs.

Women's \$6.50  
English Cape Skin  
Strap-Wrist Gloves  
**\$2.98**

\$6.50 French suede strap-wrist  
gloves, in gray and  
beaver

\$2.98 Imported lambskin  
gloves, in white

\$1.50 16-button length cham-  
oisette gloves, white pongee  
and brown

\$2.98 and \$4.50 French kid  
washable kid and genuine mocha  
skin gloves

Chamoisette gloves, in 2-clasp  
and gauntlet style

—Pettis gloves, street  
floor, aisle four.

## LACES

\$3.50 to \$3.95 Silk Lace  
Flouncings, \$2.95

Thirty-six-inch lace flouncings,  
beautifully embroidered. Black,  
navy blue, brown, rust and gray.

Fancy Laces, 19c to 29c  
Normandie, Platts and Point  
de Paris fancy laces, also edges  
and bands. Values 29c to 50c.

Fancy Laces, 12½c to  
22c

Heavy crochet and Cluny  
patterns, very desirable for all  
kinds of fancy work. Values 18c  
to 39c.

Narrow Laces, 7c  
One to two-inch laces in flat  
crochet, Cluny and torchon pat-  
terns, 9c to 12½c values.

—Pettis laces, street  
floor, aisle three.

## Umbrellas, \$3.95

For Men and Women

Fine cotton, also silk and  
lisle umbrellas; regularly  
\$5.00, \$5.50, \$6.00 and  
\$6.50.

Colored Silk Sun  
and Rain Umbrellas

**\$10.00**

Values up to \$17.00.  
—Street floor, front.



## PICTURE FRAMING

Special prices on all frames, made to order, and all photo  
frames 20% OFF.

\$4.50 Swing frames, \$3.60 \$6.50 Swing frames, \$5.20  
\$5.50 Swing frames, \$4.40 \$8.50 Swing frames, \$6.80  
\$10.50 Swing frames, \$8.40

ALL THESE ARE HAND CARVED FRAMES

Prices include glass and fitting. Bring in your picture.

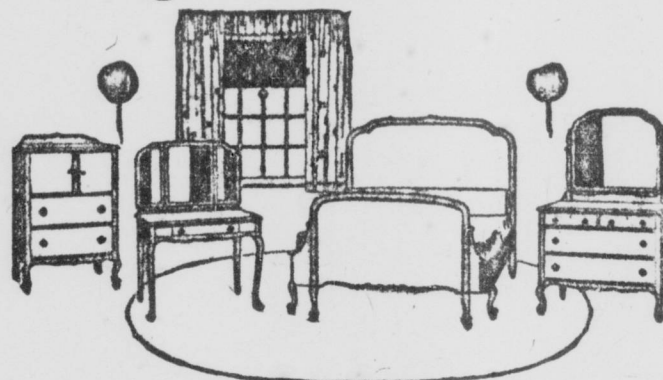
MIRRORS 20% OFF

Our entire stock of mirrors, consisting of fancy, polychrome,  
ovals and squares. Priced from \$4.75 to \$50.00.

20% Discount on All Framed Pictures

—Pettis picture shop, fifth floor.

Mr. Lockhart's  
Selling Furniture Too



\$400 Bedroom Suite, \$229

A very high-grade bedroom suite in Queen Anne period, as  
shown, consists of four pieces—42-inch dresser, dressing  
table with triple mirror, combination chiffolette and bow-end  
bedstead. Made in American walnut and antique mahogany.

—Pettis furniture, fourth floor.

## Half Price Sale

Men Doesn't That Sound Good to You?  
Especially When Applied to—

Suits  
and  
Overcoats



This means that every man's suit and  
overcoat in our stock is marked at exactly  
half its original price—genuine reductions  
in every instance.

All \$45 garments, now \$22.50

All \$50 garments, now \$25.00

All \$60 garments, now \$30.00

All \$75 garments, now \$31.00

Tailored by the Kirschbaum Shops

Suits in all sizes. Overcoats in sizes  
up to 40.

—Pettis men's clothing, third floor.

"Sell 10c  
Buttons for 6c"  
Thundered the 'Big Boss'

Cards of 6 buttons, all colors,  
6c.

Rick-rack braid in all white—  
37c. Bolts, 25c.

41c Bolts, 28c.

45c Bolts, 30c.

49c Bolts, 32c.

53c Bolts, 36c.

10c Mending tissue, black and  
brown, 5c.

Lead dress weights, dozen, 10c.

35c Curling irons, 24c.

10c Cash woven initials, strip,  
5c.

20c Bias tape, size 2, 16c.

30c Bias tape, size 3, 18c.

30c Bias tape, size 4, 20c.

—Pettis notions, street floor, aisle one.

A New Skirt Will  
Cost Very Little

Buy These Materials and Make One

Plaid Dress Materials,  
\$1.19

New plaid dress materials,  
in a choice selection of sport  
plaids. Formerly \$1.85.

\$2.50 to \$3.00 Storm Serge,  
\$1.39

Fifty and fifty-six-inch storm  
serge, in navy blue, brown,  
plum, gray, Copen, taupe, myr-  
tle, wine and black.

\$2.75 French Serge, \$1.48

Pure wool French serge, ex-  
cellent quality, in navy blue,  
brown, plum, gray and black.

Serges and Cheviots, 85c

Strictly all-wool serges and  
cheviots, in 36 and 40-inch ma-  
terials. Formerly \$1.50 and  
\$2.00.

\$6.00 Plaids, \$2.89

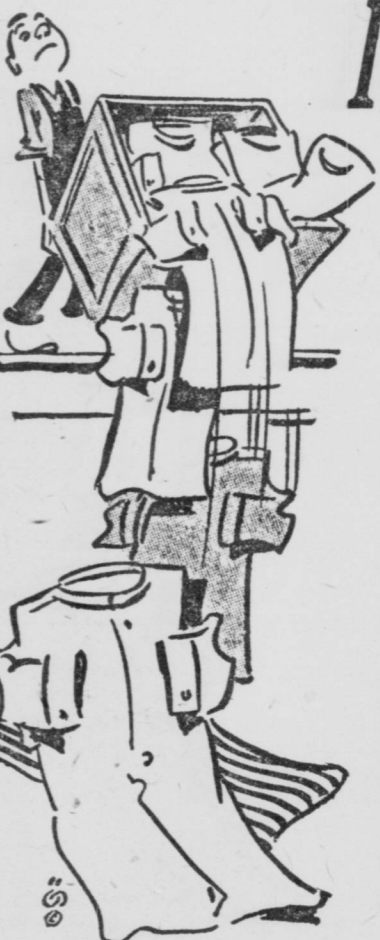
A large assortment of both  
small and large plaids, in light  
and dark patterns. Strictly  
all-wool velours and serges.

\$2.25 Brilliantine, \$1.45

Forty-two-inch; fine, import-  
ed quality, pure mohair. Navy  
blue and black.

—Pettis woollens,  
street floor, aisle one.

Mr. Lockhart's Unloading  
Men's Shirts



Crisp, clean, new, just unpacked, as fine  
a looking lot of shirts as we ever laid eyes  
on. And look at the prices:

LOT 1 **\$1.55**

Plain Cords  
Pebble Cloth

Corded Madras  
80x80 Percales

Every shirt cut and finished to a standard,  
all have French cuffs. Wonderful pat-  
terns. Sizes 14 to 17.

LOT 2 **89c**

Standard soft finish material, cut large  
and full, with 5 salt water pearl buttons,  
soft cuffs and come in all sizes from 14  
to 17.

Work Shirts, 89c

Good heavy blue chambray work shirts,  
faced sleeves, collar attached and cut large  
and full.

—Pettis men's shirts, street floor, east aisle.

"Rugs, Carpets, Linoleums  
---Mark 'Em All Down!"

—So Said Mr. Lockhart and So We Did

\$42.75 and \$45.00 Velvet and Ax-  
minster Rugs, \$35.00

These are in the popular 7.6x9.0 size, in  
blue, rose, tan and other colors, in choice  
patterns, suitable for any room in the  
house.

Worsted Wilton Velvet Carpets, \$4.95 Yard  
Highest grade carpets with a lustrous sheen resembling  
the oriental rugs. Patterns will please the most fastidious.  
Fall price was \$7.50.

Rag Rug Specials

Highest quality rag rugs of standard makes in hit and  
miss patterns and a complete line of plain colors, all hav-  
ing beautiful hand borders—

Size 30x60 inches, reduced to .....\$2.75

Size 27x54 inches, reduced to .....\$2.25

Door Mats in Larger Sizes

Cocoa brush and braided mats, suitable  
for churches, public buildings, offices or  
porches—

30x48-inch size, regularly \$9.00,

sale price .....\$7.60

28x45-inch size, regularly \$7.25,

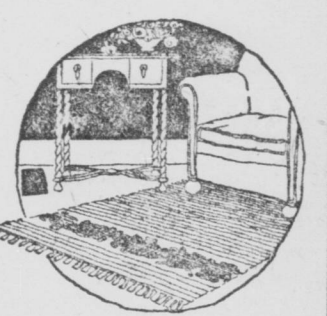
sale price .....\$6.15

26x42-inch size, regularly \$6.75 and \$7.00,

sale price .....\$5.75

\$1.35 Sq. Yd. Genuine Cork and  
Burlap Back Linoleum, 95c Sq. Yd.

Beautiful patterns for every room, in-  
cluding tile, parquetry and floral designs,  
in numerous colorings.



\$7.00 Velvet Rugs

(27x54-inch size) .....\$5.35

Highest grade, heaviest quality velvet  
rugs in a complete line of colors and pat-  
terns.

—Pettis rugs, third floor.

"Heather" Linen Napkins

\$15.00 quality, size 20 inches, \$12.50.  
\$17.50 quality, size 22 inches, \$15.00.  
\$22.50 quality, size 24 inches, \$18.00.

—Pettis linens, street floor, aisle one.

**PETTIS DRY GOODS CO.**

THE NEW YORK STORE

EST. 1853

"Indian Head," 19c

Twenty-seven-inch Indian Head, for skirts, blouses,  
etc.

—Pettis domestics, street floor, aisle two.