

Surprise

A New Event! A Big Event! At Pettis

It has never been done before, BUT PETTIS IS GOING TO DO IT! Yes, sir! We are not only going to advertise 51 of the most wanted articles of merchandise, BUT we are going to OMIT their amazingly LOW sale prices! Yes, you can GUESS all you want to (that's part of the fun), but, folks, you'll have to come down to see how LOW the prices really are on these items! And then—Oh! my! What a surprise! Why, you'll find that the prices are LOWER than you could even guess!

Come Early Wednesday

The Surprise of Your Life

—will be when you see what we are selling—

French Val. L-A-C-E-S

For Wednesday!

Per Bolt of 12 Yards—

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—Street floor.

Pillowcases

Made of remnants of heavy sheeting. The 36-inch size will be on sale at a very, very remarkable price. You will be able to afford several new pairs at this price.

? pr.

—Pettis bedding, fifth floor.

Nainsook

Our regular 30c quality, full pieces, yard wide. Your opportunity to buy at a very, very unusual price, good quality Nainsook. Surprise day, it is only—

? yd.

—Pettis domestics, street floor.

Sanitary Napkins

79c a box of 1 dozen—Will be sold on Surprise Day at the unheard-of prices of 2 boxes for—(no, it isn't 79c or 69c), but....

—Second floor.

Silk Underwear? Sure!!

\$3.95 Silk Crepe de Chine Chemise—

Tailored hemstitched top and fine lace trimmed models, strap shoulders and in all the wanted shades including blue, orchid and flesh colors. Very exceptional reductions.

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—Pettis lingerie, second floor.

GLOVES!

Women's heavy Milanese Silk Gloves in the popular gauntlet style with tucks! Pleated and embroidered tops! Strap wrists and broad fancy stitched backs. (Sizes 5½ to 7½.) Gloves that would sell regularly at \$2.50 and \$2.98. Sold on Surprise Day at

?

—Street floor.

Day!

Look for the Big "Question Mark!"

Come and SEE the Values!!

—We know that people of Indianapolis can recognize a REAL value when they see it!

—We feel that our patrons have sufficient confidence in our advertising that they will unquestionably accept our statement that these are genuine bargains.

So We Are Going to Prove It!!!

We have carefully selected 51 of the newest and most desirable articles we could find and marked them at—Oh! But that's the surprise! But we CAN say that every item will be sold practically at cost and in many cases at even LESS than cost! So IF YOU KNOW A REAL BARGAIN WHEN YOU SEE IT, COME WEDNESDAY!

The Surprise of Your Life Will Be

When You See These

Prunella Skirts

In stripes and plaids, and very lovely color combinations, including—

Brown and Tan Blue and Copen
Black and Tan Blue and Gray
Blue and White Brown and Blue
Black and White

Of course you know the demand for sport skirts will be greatly increased as the spring months come—and still we offer you at this time beautiful Prunella Skirts as well as New Sport Tweeds in tan, gray, blue and rust. All for the unusually low sum of

—Pettis skirts, second floor.

If You Like Surprises—Read This!!

Women's pure linen embroidered corner Kerchiefs. These Kerchiefs, all of fine quality sheer linen with neat embroidered corners, in white embroidery only. Regular 25c values at....

—Street floor.

Men's Japonette Kerchiefs, full size, neat hemstitched hems. Now selling as a special value at 7c. As a surprise, you can buy six of these Kerchiefs for....

—Street floor.

3 Unicorn double mesh Hairnets for, Yes, 3, 15c; double mesh, net, cap or fringe shape.....

—Street floor.

All Steel Scissors, 3, 4 and 5-inch, made of finest quality steel, all hand-forged, an item no woman should be without, 100 of these Scissors to sell at....

—Street floor.

150 Pretty new Eyelet Collar Sets, just unpacked, brand new patterns, bought for regular stock to sell at 59c, as a surprise at....

—Street floor.

A real surprise to users of Mary Garden Toilet Preparations, a \$1.00 Box of Mary Garden Face powder and a 35c can of Mary Garden Talcum Powder. A \$1.35 value for.....

—Street floor.

Mavis Talcum Powder. Hundreds of people will be more than surprised at this price on this popular talc; 3 cans for.....

—Street floor.

A surprise for the men. A 35c tube of Palmolive shaving cream and a 50c package of Gillette Razor Blades, 85c value for.....

—Street floor.

Wall Paper

!!!!!!

50c a roll living room and dining room Wall Paper, blends, mottles grass cloth and scenic tapestry designs, printed on heavy embossed stock. Remarkable values, Surprise price, a roll

"Good Wall Paper really satisfies. 20c a roll Bedroom Wall Paper, allover floral designs; pink and gray, blue and gray colors. Surprise price, a roll....

—Third floor.

"Oh Boy" I'll Say You'll Be Surprised!

—When you see what our buyer is offering now to satisfy your curiosity completely.

50c School Blouses

(Ages 6 to 14 Years) Good, serviceable School Blouses that "Sonny" will surely be able to use—especially when you see they are to be sold so very surprisingly low as 2 for

Up to \$8.45 Mackinaws on Sale at?

Boys' Mackinaws, muf pockets and belt-all-around styles. Ages 7 to 15 years. You are lucky if you need one, for this sale is certainly going to give you a surprise.

Boys' Cloth Caps

(Sizes 6½ to 7) Good quality cloth, well made, an excellent cap for school. When you see this price you will buy a couple or more. They are very unusual for—

\$1.25 to 95c Knit Toques?

All sizes for the boy—plain and combination colors. Have you any idea how close we are marking them.....

—Pettis boys' clothing, third floor.

No! Wonders Will Never Cease! At Least NOT on Surprise Day!

Here Are \$12.95 Vicuna Unbrushed Wool Scarfs at

No, not for \$8.95 or even 5.95! Well, we won't tell you how much lower, but if you aren't surprised at this price, your not keen on values.

Beautiful unbrushed Woolen Scarfs, in imitation of hand knit patterns and they come in attractive bright and dark colors and color combinations.

—Tomato!

Peacock!

Copen!

Alpaca!

Chinese Green!

Nile!

Buff!

and Camell!

And combinations of—

—Oxford and Peacock!

—Copen and Camell!

—Brown and Green!

—Brown and Buff!

—Brown and Turquoise!

—Nile and Camell!

There are short and long lengths. Your sport coat is not complete without one of these wonderful Scarfs and we insist that there is a surprise in store for you at, each

—Pettis scarfs, second floor.

PETTIS FEBRUARY EVENTS!

"The Livest Bunch of Pure Fiber Silk KNITTED TIES

Ever Seen This Year at Any Price—"

said our buyer, when he proudly displayed his stock. Patterns as handsome as ever graced our counters—in addition to the solid colors and heather mixtures, there is a stunning display of vigorous stripes that "have the punch."

They will not sell for 79c or even 69c, but when you see what they WILL sell for it will be a grand and glorious surprise—to buy heavy quality Pure Fiber Silk in the newest spring shades.

Narrow Shape, Knitted
Round End Knitted
Open End Knitted
A price that has not a precedent.

—Pettis ties, street floor.

Rengo Belt Corsets

At a Price That We Have Not Quoted in 4 Years

!!!!!!!!!!!!!!!!!!!!!!

Think of it! Two models of RENGO BELT corsets at a price that we have not quoted for four years. Elastic top and regular low bust models, absolutely new—and yet a surprisingly low price of

—Second floor.

Women's Athletic Union Suits!

—Yes! the \$2.50 "Futurist" Suits!

And, my, what a surprise, when we tell you what the sale price is going to be! "Why, it's almost like giving them away," exclaimed our buyer as he enthusiastically showed us what wonderfully fine batiste, nainsook and checked voiles they were made of! "And they come in white or flesh—some with built-up shoulders—some with strap shoulders," she added. You'll certainly want 2 or 3 suits at this price!

—Second floor.

MEN!

Look at This!!

Men's Cloth Caps

(Sizes, 6¾ to 7¼)

Only about 75 Cap. Good, every day wear caps that have been selling for \$1.00—will surprise you to find they are only—

?

Men's \$1.50 union-made Overalls and Jackets to match. (Overalls in sizes 32 to 42. Jackets in sizes 36 to 44.) But we're going to sell them not at \$3.00 a suit (overalls and jacket) or even at \$2 a suit, BUT at—

?

Sold only in suits. Limit of 3 suits to a customer!

—Third floor.

Silverware

(One lot of Pearl Handle Serving Pieces, large sizes.)

—Cold Meat Forks —Fish Forks

—Pie Servers —Cake Servers

—Berry Spoons —Gravy Ladles

—Cream Ladles —Toaster Knives

Regular prices 95c and \$1.25

—Pettis silverware street floor.

Cut glass Bud Vases, 10-inch sizes, in light blown style. Three shapes and three designs for your choosing, each.....

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Nippon China Butter Tubs. These have hand-touched decorations and come complete with drain-er, each.....

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Electric Toaster Stoves. Large enough to toast a large slice of bread, strong enough for cooking, each....

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Beaded Girdles!

A sample line in many styles and colors that would sell regularly at \$1.48 to \$2.00. Watch them go at

—Street floor.

Yes! Surprises—B-I-G Surprises in

Yard Goods

!!!!!!

40-In. Satin Charmeuse at

Best dark shades in black, navy and brown. Only 800 yards at the low price we are marking this, for it is really less than wholesale price.....

Fancy Venetian Linings at

Yard wide, in beautiful designs and colorings. Only a small quantity but certainly worth your investigation! It will be very very greatly downpriced

50-In. All-Wool Serge at

Extra fine quality for suits and dresses. This comes in navy blue only

New Tissue Gingham at

All this season's leading dress fabrics at less than wholesale prices. Choice designs to early shoppers

—Pettis yard good, street floor.

Children's Wool Toques!

Knit Toques, in tan, navy, Copenhagen and red, styled with pompons on the side and you will be surprised when I tell you they are—oh! but that's to be left until you come down.....

—Pettis infants' wear, second floor.

Shopping Bags!

A big lot of medium size Shopping Bags, made of waterproof caratol leather, 2 handles and drawstring. We have never sold these bags for less than 59c, but on Surprise Day out they go at

—Street floor.

Lossing's Histories

A complete history of the United States, 8 large volumes, illustrated. Publisher's price \$30.00, is much higher than the price will be on Surprise Day. It will be special at

—Street floor.

Need

Curtains?

Here's Your Chance

Marquisette Curtains?

Plain hemstitched band marquisette curtains, made of fine quality marquisette, 2¼ yards in white only, at

—Third floor.

Beautiful Cretonnes?

What every home maker requires to beautify the home. We have them in all that is new and up-to-date, in patterns and colorings suitable for any room at

—Third floor.

Are You Fond of Booth Tarkington's Works?

Everyone appreciates his literature—and for the benefit of those who have long cherished the hope of buying a set of his books—we have a surprise for them.

10 volumes, cloth-bound and gilt top. Original price was \$17.50, but the sale price will be a surprise.

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—Pettis books, street floor.

Just Think of Selling Gray Enamel Dish Pans

With Heavy Rolled Edge

Genuine New England quality of extra double thick mottled gray enamel!

—10-qt. Size at?

—14-qt. Size at?

—17-qt. Size at?

—Pettis basement.

PETTIS DRY GOODS CO.

STYLE
QUALITY
PRICE

THE NEW YORK STORE - EST. 1853.