

9th Anniversary Sale! New Items!

Pettis

Too! It's a Wonderful Sale. But All the Bargains of the First Day Are Also on Sale! What a Chance to Save!

Come Early !!!

Tuesday! Another Big Anniversary Sale of COATS!

—Distinctive! —Exclusive in Design!
—Low in Price!

Choice in the Anniversary Sale

\$37.50

Coats of

—Normandie!
—Bolivia!
—Fashina!

Three of the most desired materials for winter are shown in these smart coats. A wide range of colors including various shades of brown, blue, tan and black allow you to select your favorite color.

Choice Tuesday at Pettis, \$37.50



—And How W-E-L-L They Are Made, Too!

Trimmings of braid, fancy stitchings and fur including caracul, wolf and fox make one confuse these coats with those of much higher price. Many are belted with silk cord and tassels. Very specially priced for this sale at \$37.50.



—Pettis coats, second floor.

Keeping Pace With Our Steadily Growing Business!

THE big strides being made by this store are the comment on all sides. Our dominant policy of SERVICE, our desire to keep abreast of the times—69 years young, as it were—calls for constant improvement and expansion—the installation of the newest and most approved store service and equipment. Perhaps you have already noted the

Improvements All Through the Store!

Improved elevator service; new plate glass and mahogany fixtures, affording a clear view of the entire main floor; new system of cash registers and telephones, connecting directly with the charge offices; new windows, etc.—all installed with the one idea in mind, TO BETTER SERVE OUR CUSTOMERS AND FRIENDS—to offer you a more pleasant and homelike store in which to shop.

Extra!!

An Anniversary Sale of Lovely

Crepe Blouses

Marvelous reductions in these beautiful quality crepe blouses.

\$3.95

Values Up to \$8.95

Overblouse styles, beaded, braided and embroidered. They come in many of the new colors.

—Navy —Jade —Peacock —Brown
—Black —Bisque —Gray —Cocoa

And combinations of colored trimmings and materials.

—Pettis blouses, second floor.

The Anniversary Sale of

L-I-N-E-N-S

Genuine "Heather" Napkins, \$3.16 Dozen

100 dozen genuine "Heather" brand pure linen napkins. Heavy, firm weave in assorted patterns. 18-inch size. As good as our regular \$4.25 quality. This lot marked for this sale at \$3.16 dozen.

"Heather" Linen Napkins, \$5.00 Dozen

200 dozen napkins, of smooth, even weave in neat designs. These have no equal for quality at this price. Special during this Anniversary sale, at \$5 a dozen.

Pure Linen Table Damask, \$1.50 Yard

"Heather" brand bleached or half-bleached linen. Specially priced during this sale at \$1.50 a yard.

Pure Linen Table Damask, \$2.50 Yard
Heavy, firm weave. "Heather" brand. Offered during this sale at \$2.50 yard.

Pure Linen Unbleached Imported Toweling, 17c Yard

Pure Linen Huck Towels, 60c Each

Red and blue bordered, Hemstitched ends. Made in Saxony. Very soft and absorbent. Priced, during this sale, at 60c each.

—Pettis linens, street floor.

Handkerchiefs

3,000 Men's Initial Handkerchiefs

10c Each

These are a sample lot and consist of handkerchiefs that in regular stock would sell at 25c to 50c. White and colored initials on fine quality lawn and cambric cloths, some have slight imperfections, but at the price of 10c each, all remarkable values.

1,500 Women's Embroidered Linen Kerchiefs

15c Each

White linen kerchiefs with white and colored embroidered corners, a large assortment of patterns, slight imperfections are the reason for these great values.

—Pettis handkerchiefs, street floor.

Stamped Goods

Stamped 3-Piece Buffet Sets, 29c Each

Stamped Tan-Colored Pillows and Scarfs, 49c Ea.

Luncheon Sets, 59c

6-piece luncheon sets, already stamped in very attractive designs. Special, 59c set.

—Fifth floor.

Shantung Cloth

45c Yard

Women who are interested in finding a practical fall fabric for house and street wear will make no mistake in buying Shantung Cloth. We show this fabric in most all colors. 36 inches wide, and retails regularly at 49c.

Anniversary price, 45c yard.

—Street floor.

SWEATERS!

In This Anniversary Sale Tuesday at

\$2.89

For the cool mornings—a warm wool slip-on sweater! Nothing is quite so ideal. These come in stripe, block and other weaves with tie belts and round neck. Navy, black, brown, buff, peacock and Harding are among the colors shown. A special price of \$2.89 is placed on these during this sale.

There are also some exceptional values in mohair sweaters at this price in brown, buff, black and navy.

—Pettis sweaters, second floor.

Bargains! Unusually Big Bargains in LINGERIE!

Special! Gowns and Envelope Chemise

Values up to \$1.29

79c

Made of nainsook and trimmed in embroidery and lace. The gowns are the slipover style with kimono sleeves. These are tailored, hemstitched models. The chemise are tailored models with built-up and strap effects.

—Crepe de Chine Envelope Chemise, \$3.95 Each

\$5.95 values in tailored models, trimmed with fine laces and inserts of real silk. Either strap or built-up shoulder effects. Flesh, white and orchid shown at this very special price of \$3.95.

Crepe de Chine Nightgowns, \$4.95

Silk crepe de chine nightgowns. Plain tailored models with either strap shoulders or kimono sleeves. Trimmed with laces, fine tucks and metalions. \$6.95 values priced during this October sale at \$4.95.

Women's Street and Porch Frocks, \$1.95

Made of fine quality gingham in small and medium checks and plain colors. Pique collars and cuffs trim these models, with their long waistlines and loose belts. Blue, brown, black and lavender are the colors shown in these \$3.95 values. Regular and extra sizes included at this price of \$1.95 each.

Corduroy Robes, \$2.95 Each

\$3.95 values in straightline kimono style; sleeves and ties of self material; trimmed with pockets. Copenhagen, rose and blue; offered at this very special price of \$2.95 each.

Petticoats, \$1.95 Each
Made of silk jersey and mesh. Fine in color combinations of the most wanted fall shades of black, navy, brown and taupe. 34 to 36 inches long, and usually priced at \$3.95. Special for this sale at \$1.95.

—Pettis lingerie, second floor.

Anniversary Sale! 500 Pieces

French Composition Ivory 79c

Registered

Powder boxes, hair receivers, cloth and hat brushes, picture frames, trays, large combs, bud vases, hatpin holders, trinket boxes, etc.

All Exceptional Values While 500 Pieces Last 79c

3-Piece Sets, \$5.39

Mirror, brush and comb in lined box, in composition ivory and tortoise shell. Large mirror with beveled glass, good quality hair brush and comb—an excellent value.

—Pettis toilet goods, street floor.

Crepe de Chine All Silk

\$1.29 Yard

Good quality and weight in a complete assortment of light and dark colors and black.

Special Anniversary price, 40 inches wide, \$1.29 yard.

—Pettis silk dept., street floor.

"Service Silk" Special

39c Yard

We show this dainty, sheer and beautiful fabric in every wanted color. It has all the appearance of silk and is extensively used for dresses, blouses and linings. It launders perfectly and retains its finish. 36 inches wide, and retails regularly at 45c. Anniversary price, 39c yard.

—Pettis wash goods, street floor.

SALE! —Hair Ribbons! —Sash Ribbons!

39c Yard

Unusually low priced. There are 1,000 yards of these crisp, lovely satin and taffeta ribbons in navy, emerald, light blue, pink, cardinal, royal blue, negre, white, black. Very specially priced for this sale.

Exceptional Values in Narrow Ribbon Trimming Ribbons, 10c Yard

Tinsels combined with colors, double faced picot edges and many designs and colors are included in this lot at this remarkable price; 1/2 to 1 inch wide. A very unusual lot at 10c yard.

—Pettis ribbons, street floor.

D-O-M-E-S-T-I-C-S

Unbleached Muslin, 12 1/2c Yard

Perfect round thread, used extensively for art work and draperies, 39 inches wide. The housewife can find hundreds of uses for this good wearing material. Special at the price of 12 1/2c yard.

Outing Flannel, 12 1/2c Yard

Bolts and bolts of this good wearing quality outing flannel. Pink, gray and blue stripe patterns. Regular widths. All perfect at this extraordinary price of 12 1/2c yard.

Longcloth, 16c Yard

"Family Favorite" long cloth. The regular 25c quality that makes up so well into underwear. Specially priced during this sale at 16c yard.

—Pettis domestics, street floor.



Sale Imported Singing Canaries

\$6.98

—Regular \$10 Birds

Genuine Imported Golden Warblers, each in a neat shipping cage.

Choose your own bird; hear it sing. Expert bird handlers to assist you in selecting.

Only a limited lot and one to a customer.

—Pettis basement.

Sale! \$3.95

For \$6, \$7, \$8 New Fall Footwear!

5,200 pairs! Purchased specially for this Anniversary Sale. All new styles and up to the minute in fashion and leathers!

New Oxfords in —Patent Leathers —Tan Calf, Welt Sole —Black Kid, Welt Sole —Brown Kid, Welt Sole

New Strap Slippers in —Satin —Tan Calf —Patent Leather —Black Kid

New Colonial Pumps in —Black Satin with the Smart Junior Louis Heel

—Pettis shoes, street floor.