

Meet Your Friends at Pettis' WKBF Crystal Studio — Fourth Floor!

PETTIS' 78th Anniversary Sale

The New York Store • NO SALE LIKE THIS FOR 78 YEARS • Founded in 1853

Extra Values for Opportunity Day!

New Metal Jewelry, 59c

Stunning new Earrings, Necklaces and Bracelets in interesting new designs. Also Beads in orange, brown, black, red, green. Regular \$1.00 to \$1.95 values.

PETTIS—street floor.

Don't let the low prices of our Anniversary Sale mislead you. They ARE low—in fact, quality for quality, they are lowest prices in years. But the merchandise is the best and soundest that money can buy today. Opportunity Day—is a special event planned to "MAKE YOUR DOLLAR WORK WONDERS." Merchandise is offered at even lower prices than before.

Leather and Crepe Handbags, \$1.39

Leathers include Morocco, Alligator and Nailhead grain — choose from Pouch, Underarm and Strap Handle styles; in black, brown and green.

PETTIS—street floor.

200 Men's Overalls

Regular \$1.00
Values

68^c

A Special
Anniversary
Sale Feature!

Made of strong heavy quality blue denim, triple stitched and bartacked—high back or suspender back models; all sizes.

Men's "Auto Brand" WORK SHIRTS

Regular 79c values for Thursday only. Blue or Grey Chambray in two styles. Sizes 14½ to 17½.

PETTIS—street floor.

Washable Gloves In Suede, Kid and Lambskin



Specially Priced
for Opportunity Day—

\$1.78

4, 6 and 8-Button Gloves in slipon and mousquetaire styles. Colors of black, brown, mode, eggshell and green. Most of these Gloves have been much higher priced. Some are slightly soiled.

Kid and Suede Gloves

4, 6 and 8-Button Gloves in slipon and mousquetaire styles. Black, eggshell, white and mode. \$4 and \$5 Values.

PETTIS—street floor.

An Unusual Selection of Winter Coats

Priced Especially Low
for Opportunity Day!

\$38

Materials:

Charda, American Boucle, Pebble Cloth and Basket Weaves.

Furs:

Natural Wolf, Dyed Blue Wolf, Red Fox, Fitch, Nutria, Manchurian Wolf, Stenciled Lapin, Northern Seal and Kit Fox.

Colors:

Are exceptionally lovely including black, Burnt brown, Kiltie green, blue, and Spanish tile.

Sizes 11 to 17, 14 to 20, 38 to 50, including half sizes.

PETTIS—second floor.

A New Shipment of Chic Colorful Dresses

In Sheer Woolens and
Canton Crepes—Priced
for Opportunity Day

\$13.78

Dresses for the school girl and business woman—wearable models with slenderizing fitted waistlines, long slim lines—broader shoulders.

Popular colors in Turf green, Algerian red, black, Burnt brown, Kiltie green, Persian green and Spanish tile—one, two and three-tone effects. Junior sizes, 11 to 17; misses' sizes, 14 to 20, and matrons, 38 to 46, including half sizes.

PETTIS—second floor.



Burkey's "Lace-Top" Chiffon HOSE

\$1.35 Value
Opportunity Day—

78^c

Beautiful lace designed tops with picot and run-stop with after welt reinforcing. Lovely sheer quality, fine 45-gauge. All silk with silk plaited foot and silk heel, cradle sole. High twist, permanently dull. Full fashioned. Sizes 8½ to 10. Fall shades.

PETTIS—street floor.

All Silk FLAT CREPE

Regular \$1 Value
78c Yd.



39-Inch width in a supple, firm texture crepe, suitable for dresses, blouses, slips and lingerie.

69c Rayon Flat Crepe 39-Inch width; new Fall colors. Yard. **49c**

PETTIS—street floor.

Women's Knit UNION SUITS

Special

68^c

Of fine quality combed yarn with rayon stripe; built up shoulders, tight knee. Sizes 36 to 46.

PETTIS—second floor.

Side Hook Girdles

Of fancy brocade and batiste — heavy knitted elastic inserts, fits two inches above the waistline; well boned front and back in 14, 16-inch lengths; sizes 28 to 36 waist. Yard. **\$2.48**

PETTIS—second floor.

All-Wool Blankets Size 66x80-Inch

Beautiful plain colors and large plaids; satin bound. Buy your Blankets now and save. Pair **\$5.78**

15c Unbleached Muslin—39-Inch width. Yard. **9c**

PETTIS—street floor.

78th Anniversary Sensation

Boudoir Chair With Ottoman to Match

\$8.95



Complete

Heavily padded back. Full shaped padded arm.

Cretonne Covered
Four Patterns
From Which
to Choose

Use Our Economy Budget Plan
PETTIS—fourth floor.

Fashion Need Not Be Expensive

These Fatsy Ann Shoes

Are On
Sale for

\$3.78

New Oxfords—New Pumps
New Stepins

Jet Black Suede, Burnt Brown Kid, Black Moire, White Moire, Black Kid, Black Calf and Patent Leather. You'll like these new Fatsy Ann Shoes, and to think you may buy them at such a thrifty price. All sizes.

PETTIS—second floor.



Recamo Lace Pieces

Sale Priced

29c to \$4.95

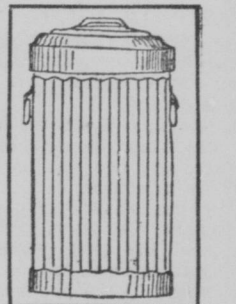
Table Cloths, Chair Sets, Buffet Sets, Vanity Sets and Scarfs.

PETTIS—street floor.

15 Gallon ASH CAN

98^c

Galvanized Ash Can. Regular \$1.49 value.



PETTIS—fifth floor.

Children's Chinchilla Sets, \$3.78

Guaranteed washable 3-piece sets, including Jacket, Leggings and choice of Helmet or Beret; Bunny applique trimming; pink or blue. Sizes 1, 2 and 3 years.

PETTIS—second floor.

Just Arrived—Another Shipment of These Royal WILTON RUGS



Very Special **\$44.75**

Wool Wiltons of Jacquard weaves in colorful Oriental designs. Rugs for most any room, 9x12-ft. size.

9x12-Ft. Axminster Rugs

You'd expect to pay about \$30 for this Rug. Choice Persian and Chinese designs **\$21.78**

Armstrong's Cork Linoleum

Regular \$1.25 value. Six-foot width. Attractive tile and novelty patterns. Sq. yd. **94c**

PETTIS—third floor.

—BARGAIN BASEMENT— Sale of 200 Dresses

At a Special
Price

\$2.78

Including printed rayon crepe, navy and black rayon crepe, black georgette, fancy checked all-wool cashmere. Dresses in sizes 14 to 20, and half sizes 42½ to 52½. A remarkable value.

Women's Lingerie of Non-Run Rayon

Each **28c** 4 for **\$1.00**

Panties, Stepins and Bloomers—All neatly trimmed; medium sizes.

PETTIS—basement.

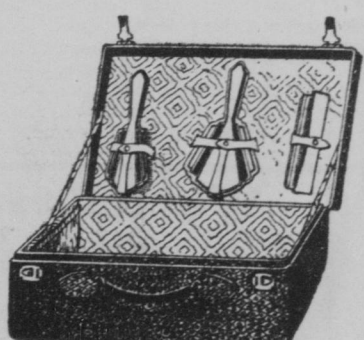
Children's Lingerie of Non-Run Rayon

Each **25c**

Vests, Bloomers and Panties in peach and pink shades, with two-tone trimmings. Sizes 8 to 18.

Black Dupont Traveling Case

In the Anniversary Sale—



\$4.95

Regular
\$6.95
Value

16-Inch Black Cobra grain Dupont Case, lined with Moire Taffeta, fitted with Comb, File, Dental Kit or Buffer and Mirror. Fittings in green, pink or coral.

PETTIS—fifth floor.