

Last Day—The Anniversary Sale's Last Day—Saturday



In Ready-to-Wear the Final Day of the Anniversary Sale is to be a Great Sales Day—Anniversary Sale prices—Intrinsic Values, Obvious Savings.

And, while we're Talking Ready-to-Wear we simply must Direct Your Attention to Peau-de-Peche-ward.

Peau-de-Peche is the Real, Real Fabric this Fall—what's Most Approved at the Centers of Fashion. Peau-de-Peche Coats and Suits in all Colors. Here and Now. And, Remember, it doesn't cost you any more to be Fashionable—when you buy at Ellsworth's.

We Buy Right and Go Straight to the Market Center—New York—for Ready-to-Wear. You Buy Right because We Buy Right and You get New York Coats and Suits because we Go Straight to Market Center for Our's.

Wise Men, and Wise Purchasing Agents for Wise Men, can find Many Bargains in the Men's Department Tomorrow.

Final Day Bargains that will make the Memory of this Sale Linger Long in Your Mind.

No doubt you've Bought of our Offerings this week. It's Certainly not our Fault if you haven't. We have sold an Enormous Quantity of Very Good Dry Goods at Exceedingly Reasonable prices. And, while it's Not Our Custom to Blow about what we do You will Forgive us a little Pardonable Pride over having done the Biggest Dry Goods Business of our Forty Second Anniversary.

Tomorrow is the Last Day of our Forty Second Anniversary Sale. Next Year we shall have to charge 43c for the Goodly Bargains this Sale brings Forth. We Promise, though, to give you Values that will be in Every Way Consistent with this advance in price---Intrinsic Values, Obvious Savings.

Tomorrow, the last of the 42 Cent Days, is to be a Gala Day—with Anniversary Sale Prices Prevailing Throughout the Store—with Birthday Offerings in Every Department. And, for this Final Day's Bargains the Scale of Prices Continues the Same as Throughout the Week---in Runs in Forty-Twos. Goods that Regularly sell from 75 cents to \$1.75 at 42 cents. Goods from \$2.00 to \$3.00 at \$2.42 and \$4.00 to \$5.00 Goods at \$2.42.

Buy Millinery Saturday. Something happened to Millinery Prices in South Bend yesterday that set the Season in Motion. Never before has there been such a Millinery sensation—and it but started yesterday.

Hundreds of Hats were Sold in a Very Little While. The Fall Millinery Business was given an Impetus that it hasn't had for Years. Hats the Like of Which were Never Seen at such Low Prices are Now owned by Appreciative Customers.

This Selling of Millinery is the Big Event of the Final Days in the Sale that closes Saturday Night.

For Tomorrow—as Today and yesterday---Nothing is Reserved. Every hat from the Highest to the Lowest priced put out subject to the Anniversary Sale discount---42 per cent off.

These Cut Prices on Pattern Hats give you a chance to Buy Low Now---instead of at the Season's End. Buy---Tomorrow---in the 42nd Anniversary Sale. You'll Never Regret Your Purchase.

The Ellsworth Store
"THE BRIGHTEST SPOT IN TOWN"