

The Ellsworth Store | Notion Sale Now On | The Ellsworth Store | Notion Sale Now On | The Ellsworth Store

These are Great Days for Shopping

—and the Ellsworth Store is a Great Place for Shoppers.

Behold the Silhouette is changed again! The peg-top effect becomes the fashionable cry. Gowns still cling around the feet, but puff out at the hips. And whether you buy a morning dress, or suit, or a ball dress, the tendency is always plain.

Poiret's artistic teachings have two outstanding principles: The search for greater simplicity; the search for original detail. He it was who urged the large waist and the corsetless figures. He hung clothes from the shoulders to faintly outline the form instead of fitting it close. And in all these movements we have ultimately come around to his way of thinking.

By the way, this Store's fame for ready-to-wear is growing wider each day. People come from miles around. Last spring we had the new things FIRST. This fall's New Things while startling are interesting all who come to this store.

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Millinery

Complete Sample Line of Trimmed Hats from one of the famous Milliners. Many Paris and New York Patterns among these—all on sale at Half Price and less.

- \$5 to \$7.50 Hats at \$2.95
- \$8 to \$15.00 Hats at \$5.00
- \$20 to \$25 Hats at \$10.00
- \$30 to \$40 Hats at \$15.00



Reading this Advertisement—thus—as is the Woman in the Picture bear in mind, please that Christmas is only 40 Shopping Days away.

Especially does this Fit the Shoppers looking for Suits, Coats and Dresses. It's, all because we're so well Ready and ready-all-the-time in Ready-to-Wear. You see we're Constant and Consistent Buyers in the New York Market.

For Instance among the Latest Arrivals are Suits for Juniors, Misses and Women which are selling at \$14.50. One of Our Friends said of One of these Suits: "That Suit is a great \$20 Value at \$14.50." Now, that's about the size of it.

Then another Most Interesting and Simply Stunning lot of suits just out of their boxes are the New Fur Trimmed Short Lengths with Kimono or Raglan Sleeves—and these we're Selling at \$25.00.

Another Big Shipment of Wool Crepe, Serge and Eponge Dresses Just Arrived—Choice \$10.00

Our \$15.00 to \$25.00 Wool Dresses have been in great demand and we were fortunate in securing another big lot of new styles to sell at the same low price.

Crepe de Cygne, Crinkle Crepe, Charmeuse, Crepe Meteor Dresses in the Very Latest Styles—\$25.00.

Dancing Dresses—Crepe de Cygne, Lace and Chiffon Dancing and Party Frocks for Juniors, Misses and Women at \$10.00, \$12.95, \$15.00, \$19.75 and \$25.00.

Evening and Party Frocks

New Styles just arrived direct from New York at \$25.00, \$32.50, \$39.50 and \$50.00.

Fine trimmings and made and finished by high-class dressmakers.

The Tango Corset

The "Tango" or the Dancing Corset—the features are its extremely low bust; soft material; long skirt; straight lines and panel back which gives the listless air to the pose and freedom to the movements of the body.

"Tango" models \$1.00 up to \$12.50.

Flannelette, Gowns, Petticoats, Kimonos—a Price List

Messaline petticoats—all colors at \$2.95.
Jersey top petticoats, messaline flounces, variety of styles at \$2.95.

Jersey petticoats with flat pleated jersey bands, excellent style for the narrow skirts and dresses—all colors \$4.95.

Flannelette gowns, good materials, tape trimmed, white and colors, 75c.

Flannelette gowns, many styles to select from in white and colored stripes, \$1.00.

Kimonos made of good flannelette, empire style, pretty patterns, \$1.00.

Kimonos in heavy weight materials for winter wear, all colors and styles, \$1.50 to \$3.00.

Aprons made of percale in light and dark colors, fitted styles with large bibs, 25c.

As we have previously arisen to remark, so we now say: "We wish all South Bend could take a peep at our Children's Wear Department."

The Children's Wear Department is now located in the North Annex, Second Floor, and it certainly is a Section of which we may well be proud. It's Spick and Span and Well Laden with New Goods—Clothes for the children.

Misses's Coats—sizes 10 to 14 years at half price. \$16.50 coats at \$8.25, \$15.00 coats at \$7.50, \$10.00 coats at \$5.00, \$8.95 coats at \$4.50, \$7.50 coats at \$3.75, \$6.95 coats at \$3.49, \$5.95 coats at \$2.98, \$5.00 coats at \$2.50. Children's hats and bonnets, \$1.00 to \$1.50 values at 59c.



- \$12.50 dresses for \$6.25.
- \$10.00 dresses for \$5.00.
- \$9.95 dresses for \$4.98.
- \$8.50 dresses for \$4.25.
- \$7.95 dresses for \$3.98.
- \$6.95 dresses for \$3.48.

- \$6.50 dresses for \$3.25.
- \$5.95 dresses for \$2.98.
- \$5.00 dresses for \$2.50.
- \$2.95 dresses for \$1.48.
- \$3.95 dresses for \$1.98.
- \$1.95 dresses for 98c.

Soiled white sweaters, \$3.00 values at \$1.50.

Misses' soiled middies, 6 to 10 years, \$1.00 and \$1.50 values at 65c.

Waists

Lace, Chiffon, Crepe de Cygne—\$4.00, \$5.00, \$5.95, \$7.50, \$10.00, \$12.50, \$15.00.

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