

Don't Miss Ellsworth's Clerks' Sale.
It will sure do you lots of good.
Begins Friday, Nov. 28, Ends Dec. 6.
Clerks save you 10c on the Dollar.

Two Pointed Examples.

You Can See the Saving.

You buy from us a Coat for\$15.00

Clerks' Sale discount 10% off ... 1.50

Makes the Coat cost you\$13.50

You buy a pair of Gloves for\$1.00

Clerks' Sale discount 10% off10

Makes the Gloves cost you\$.90

Again, We Clerks at Ellsworth's have charge of the Store for eight days from November 28th to December 6th, inclusive.

Besides offering some great bargains in Merchandise we have secured a ten percent reduction for our customers all over the store. You save ten cents on every dollar you spend at this Sale.

We, Clerks at Ellsworth's, have joined forces and planned this sale for the purpose of emphasizing to the people who buy here how an organization such as this store's, with its vast buying and distributing facilities, can save customers money as no store (buying singly) can do.

South Bend will profit most by this sale but the people in every hamlet, village and town in this and the contiguous counties will share in this saving of Christmas Money, provided they attend.

We, Clerks at Ellsworth's, will show you how vitally this store's energies affect you by bringing down your living cost.

This Sale will prove a revelation to you in the economies that it offers and that are possible only at a store which has a sincere desire to do its best for its customers, clerks and friends.

Our Clerks' Sale is a liberal sale and coming as it does right when you need a helpful store most, it behooves you to attend.

Ten percent cut in price on anything you buy here during this Sale Week. This enables you to buy more Xmas presents than you intended; or you can save this money for something else.

We, Clerks, want to help you with your Xmas trading. Let us do the best we can for you. We're right here on the job. We can do you lots of good---Especially these 8 days.

Our Sale last year beat the Department Managers. But the Department Managers this year took a brace and beat the record we made at our last year's sale, so we've something to go against.

It's up to us to beat this year's Department Managers' Sale---this we are determined to do, but, they, (the Department Managers), tell us we will have to "go some."

We are going to do this.

The Clerks.

The Clerks at Ellsworth's