

Ellsworth's Golden Jubilee Year - 1871 — 1921

OUR MARK

25% increase in business volume over last year. All department managers have been instructed to mark goods at the Lowest Possible Prices.

May Reduction Sale in the
SHOE SECTION

310 pairs Women's Pumps and Oxfords, values \$9.00 to \$15.00, broken sizes, choice \$6.00 pair.
Women's White Reinskin Pumps and Oxfords, formerly \$6.50, now \$5.00.
Women's Grey Suede Pumps, turned sole, full Louis heel, one strap, formerly \$10.00, now \$5.00 pair.
Women's Black Satin Pumps, one strap, Baby Louis heel, formerly \$10.00, now \$7.50.
Children's Barefoot Sandals and Play Oxfords, sizes infants 5 to misses 2, formerly \$1.50 to \$2.50 values, now \$1.00 pair.

May Reduction Sale in the
LINEN AND DOMESTIC
SECTION

72-inch Pure Irish Linen Table Damask, \$3.50 quality at \$2.35 yard.
\$14.50 Pure Irish Linen Pattern Table Cloths, 2 yards square, choice at \$7.50 each.
Pure Linen Weft Huck Towels, size 18x36, 50c quality at 25c each.
55c Twilled Pure Linen Crash at 39c yard.
39c Bleached Turkish Towels, size 22x40 at 25c each.
\$10.00 Satin Finish Bed Spreads, Bolster to match, size 88x98—choice \$6.95 set.
\$1.25 Full Bleach Seamless Sheets at 85c each.
Genuine "Hope" and Hill's Bleached Muslin at 14c yard.
Genuine Lawnsdale Cambric or Ivory Chambric Cloth, 29c quality at 22c yard.

65c, 75c and 85c Fancy White Goods at 50c yard.
\$1.00 Transparent Organdie, permanent finish, 45 inches wide, choice 65c yard.
25c and 35c Women's Plain White and Colored Novelty Handkerchiefs at 12c each.

Ellsworth's



\$100.00
Suits
At
\$66.⁶⁶

Ellsworth's



\$75.00
Suits
At
\$50.⁰⁰

Ellsworth's



\$50.00
Suits
At
\$33.³³

Ellsworth's



\$39.50
Suits
At
\$26.³³

Ellsworth's



\$25.00
Suits
At
\$16.⁶⁶

Ellsworth's



\$100.00
Coats
At
\$66.⁶⁶

Ellsworth's



\$75.00
Coats
At
\$50.⁰⁰

Comparison of Prices
Now and One Year Ago

	May 1920 Prices	May 1921 Prices
Apron Gingham, was25, now	12½c
Scout Percale, was39, now	19c
Best Percale, was50, now	25c
27-inch Dress Gingham, was ..	.50, now	25c
32-inch Dress Gingham, was ..	.59, now	29c
36-inch Brown Muslin, was30, now	12½c
36-inch Hope Muslin, was36, now	14c
9-4 Pequot Sheets, were	2.95, now	\$1.85
Large Turkish Towels, were ..	2.00, now	59c
9x12 Axminster Rugs, were	85.00, now	\$49.50
Inlaid Linoleum, was	3.50, now	\$2.25
Printed Linoleum, was	1.50, now	\$1.00
Felt Mattress, was	22.50, now	\$12.50
Overstuffed Davenport, was ..	300.00, now	\$175.00
Bed Room Suite, was	500.00, now	\$300.00
Corsets, were	5.00, now	\$3.50
Muslin Gowns, were	3.00, now	\$1.50
Silk Gowns, were	10.00, now	\$6.00
Tailored Suits, were	75.00, now	\$50.00
Silk Dresses, were	50.00, now	\$33.00
Silk Sweaters, were	45.00, now	\$29.50
Silk Hosiery, was	3.00, now	\$2.00
Wool Dress Goods, was	4.00, now	\$2.00
36-inch Taffeta Silk, was	4.00, now	\$2.25
40-inch Crepe de Chine, was ..	3.00, now	\$1.50
Shoes, were	15.00, now	\$11.00
8-4 Linen Table Cloths, were ..	30.00, now	\$12.50
Wool Blankets, were	15.00, now	\$10.00
Men's Madras Shirts, were	3.50, now	\$1.75

All Other Goods in the Store Carry the Same Reductions.

May Reduction Sale in the
MEN'S ROW

Madras Shirts with woven stripes, \$2.50 values, at \$1.75.

Russian Cord Shirts, \$3.50 values, at \$2.00.
\$6.50 Silk Shirts, choice \$4.95.

30c Wayne Knit Hose—4 pair for \$1.00.

Ballbriggan two-piece Underwear at 65c garment.

May Reduction Sale in the
ART GOODS SECTION

85c Stamped Towels at 50c.

Stamped and Hemstitched Pillow Tubing, 36x45x42, at \$1.50.

Cross Stitch Lunch Sets, 1 Centerpiece with 4 Napkins, at \$1.25.

May Reduction Sale in the

UNDERWEAR-HOSIERY
SECTION

Women's Union Suits (Munsing Underwear Samples)—\$1.50 Suits at \$1.00; \$2.25 Suits at \$1.50; \$3.00 Suits at \$2.00; \$4.50 Suits at \$3.00.

Women's "Viola" make Union Suits—\$1.50 value at \$1.25; \$1.25 value at \$1.00; \$1.00 values at 85c suit.

Women's 35c and 39c Cotton Vests at 25c.

Women's Silk Vests (Van Raalte) \$3.00 quality at \$2.35.
Women's full fashioned black and cordovan \$2.00 Silk Hose at \$1.35 pair.

Children's fine 50c and 59c Cotton Hose at 35c and 39c pair.

Gloves

Women's Chamoisette \$1.00 Van Raalte Gloves at 69c.

Women's 12 button Chamoisette Gloves, all colors, \$2.00 quality, \$1.50.

Women's Kid Gloves, white with contrasting stitching, \$3.00 quality, at \$2.15 pair.

Women's 12 button Kid Gloves, \$8.00 and \$8.50 quality, at \$5.50 pair.

Women's strap wrist Gauntlet Gloves, \$6.00 quality, at \$3.95.

May Reductions on

Stationery and Books

\$1.50 Box Stationery at \$1.00; 75c Stationery at 59c box.

Pound Stationery, 75c quality, 60c; envelopes to match, 25c package.

Any \$1.00 popular copyright book at 79c.

May Reduction Sale in the

Luggage Section

Good quality Fibre Suit Cases, \$3.00 values, at \$1.95.

The famous Belber Trunks—during this Sale at ¼ off.

Boston Bags at ¼ off during this Sale.

May Reduction Sale in the

Millinery Section

Good looking, smart Sport Hats, all the season's newest shades as tangerine, jade, navy, brown, Harding blue, black and white combinations and all white, \$7.50 values at \$5.00.

Large assortment of banded sailors, solid colors, also assorted colors with white facing, values are \$7.50, choice \$5.00.

May Reduction Sale
INFANT'S CHILDREN'S
SECTION

Complete 52-piece Layette

2 Vests	\$3.75	1 pair Booties	\$.65
3 Binders	1.80	3 Gowns	2.85
2 Wool Gertrudes	7.00	2 pair Hose	1.50
1 White Gertrude	1.95	1 Rubber Sheet	1.50
1 White Gertrude95	1 Rec. Blanket	2.25
1 White Gertrude	1.25	1 Sacque	2.95
1 Dress	3.50	1 Soap and Powder45
2 doz. Diapers	5.10		
3 Dresses	3.75		
			\$41.20

Total \$41.20

Special Thursday, Friday and Saturday at \$35.00 complete.

Complete 32-piece Layette

2 Vests	\$1.38	2 Gowns	\$1.30
2 Binders	1.20	2 pair Hose	1.00
2 Flannelette Gertrudes	1.30	1 Blanket95
1 White Gertrude	1.95	1 Rubber Sheet	1.25
1 White Gertrude95	1 doz. Diapers	2.25
3 Dresses	2.25		
1 Dress	1.25		
			Total

Total \$17.23

Special at \$15.00 complete.

Infants' 65c Flannelette Gowns, Gertrudes or Pinning Blanket, special at 45c each.

Children's Spring Coats, Suits and Dresses at 1-3 off Coats, sizes 3 to 14 years. Suits, sizes 12 to 16 years.

Dresses, sizes 6 to 16 years.

Gingham Dresses, plain, plaid or fancy trimmings, sizes 7 to 14 years, \$1.50 values at \$1.00.

SECTION OF TRIMMINGS

Special lot round mesh Val Edgings and Insertions to match at 1-3 off the regular low prices.

Round Oxidized Metal Gold and Silver Fancy Bag Tops with mirror, \$1.25 values at 75c each.

Pretty Ribbons for Sashes and Bags, all colors, \$1.25 values, choice 75c each.

Jewelry—Neckwear

A Special Buy of Pearl Beads

Beads that are worth from \$8.00 to \$10.00 a strand and at \$3.10 a strand they are the biggest Pearl Bead value ever offered in South Bend. Thursday choice \$3.10 strand.

One lot of Collars, including Organdies, Lace and colored Novelties—75c and \$1.00.

New Bags of genuine glove kid, finished with silk tassel, choice \$1.95.

May Reduction Sale in the
DRAPERY SECTION

36-inch Marquisette, was 50c, now 25c yard.

36-inch Curtain Net, was 75c, now 40c yard.

36-inch Cretonnes at 29c to \$1.50 yard.

Guaranteed Sunfast Draperies—\$2.00 to \$7.50 yard.

RUG AND CARPET
SECTION

9x12 best quality Axminster Rugs, were \$85.00, now \$49.50.

9x12 Axminster Rugs, were \$55.00, now \$29.50.

27-inchx54-inch Axminster Rugs, were \$6.50, now \$4.95.

Other sizes and qualities in proportion.

Printed Linoleums at \$1.00 square yard.

Inlaid Linoleums at \$1.50, \$1.75, \$2.00 and \$2.50 square yard.

FURNITURE SECTION

9-piece Mahogany Dining Room Suite, was \$550.00, now \$275.00.

8-piece Croch Mahogany or Walnut Dining Room Suite, Louis XVI Period, 72-inch Buffet, 54-inch Table, Chairs, hair cloth, tapestry or blue leather, Suite was \$750.00, now \$375.00.

The Ellsworth Store

L. P. P. Lowest Possible Price