

Today! Prints and Gingham

300 YARDS OF GINGHAMS, mostly red-and-white and black-and-white checks. 27 inches wide. Regularly 50c.
250 YARDS OF PRINTS, in white grounds, with pin stripes and small designs. 30 inches wide. Regularly 35c.
150 YARDS PLAIN GINGHAMS, in navy and pink. 28 inches wide. Regularly 65c. Yard 28
Simpson's—Second Floor.

SIMPSON'S

Telephone Main 7841 Store Hours 8:30 to 5:30; Saturday 8:30 to 1 p.m. Market Adel. 6100
No Noon Delivery on Saturday

Misses' \$40 to \$50 Coats, \$28.75

For dress and sports wear. Developed in fine velour and beautifully tailored, these coats are among the most popular models of the season.

Short and long styles, fully or partially lined with splendid quality satin and smartly trimmed with narrow belts, tiny silk stitchings, large novelty buttons and every sort of pleat and tucking. Colors are taupe, tan, Belgian and French blue. Sizes 14 to 20 years in the lot. Extra special, today 28.75
Simpson's—Third Floor.

Today! Special Selling of Fine Black Silks, Reduced to \$2.15 Yd.

8:30 Sale of 1,500 Yards of Black Satin Messaline, Black Paillettes and Black French Chiffon Taffetas, 35 and 36 Inches Wide

Simpson's August Sale of Black Silks offers an "extra" special for today in these beautiful qualities of Swiss Messalines and Paillettes and French Taffetas at \$2.15 yard. Shopping at 8:30 will be advisable, for at this low price the 1,500 yards in the sale will go quickly. The superior qualities and sterling values of Simpson's August Sale have been outstanding features, and in this very special offering for today these facts are doubly emphasized. Yard ... 2.15

\$2.49Yd. \$3.88Yd. \$4.24Yd. \$1.94Yd. \$3.18Yd. \$4.44Yd. \$4.95Yd.

Pipe weaves at this popular price. These are "purple-edge" Duchesse Suits. Satin, one of the finest black silks we have ever sold. 40 in. wide. Regularly \$5.00. August Sale, yard 2.49

300 yards of 40-inch Swiss "Chiffon" Taffetas in suiting weights. This is what is known as a double chiffon taffeta, and the most pliable obtainable. From our regular \$5.00 stocks, August Sale, yard 4.24

A shipment of black Satin Paillettes just in time to be included in this sale. This weave is known for its grand wearing qualities. Sold formerly at \$2.44. August Sale, yard 1.94

36-inch Black Satin Mousse. Lines, deep, lustrous black, dyed in the skein, gives the best of wear. Our \$3.50 quality. August Sale, yard 3.18

Black Charmeuse. Dress and suiting weights. The dyes are of exceptional richness, the charm-euse finish giving an elegant appearance. Regularly \$5.00. August Sale, yard 4.44

Black Satin Grenadine. 40 inches wide. Made by the well-known firm of C. J. Bonnet et Cie, Lyons, France. Previously sold at \$6.00. August Sale, yard 4.95

Simpson's—Second Floor.

Sale! 2,000 Yards of Brocaded and Novelty Printed Sateens, \$1.37 Yard

High-grade satin-finished Sateens in many lovely designs for Fall suit and coat linings, besides small effects for undershirts. 36 and 40 inches wide. \$1.50 and \$1.95 qualities. Today, yard 1.37

New Floral Lining Sateens

British floral designs. Ideal new designs and colorings for Fall, for lining suits, coats and separate coats. Many charming designs are shown in lovely color combinations. 40 inches wide. Yard 1.50

Simpson's—Second Floor.

Burton's Quality Printed Sateens

The designs and color blendings are exquisite. These Sateens are made from finest Egyptian yarns. 36 inches wide. Fashionable lining for separate coats. Yard 1.50

Natural Tussock Silk Waists Exceptional Value \$2.95

Fashioned of lovely quality pure silk, entirely free from dressing, and with that soft, lustrous finish which gives these serviceable blouses such a rich appearance. There are two styles from which to choose.

STYLE 1—Large round hemstitched collar ending in deep points at the front. The front panel is hemstitched, with two wide bow pleats on either side. Neatly fastened with small pearl buttons, they have long sleeves and hemstitched cuffs. Sizes 34 to 44.

STYLE 2—Convertible high or low collar, fastened with three large pearl buttons. There is a half-inch tuck on each side. Long sleeves with turn-back cuffs. Sizes 34 to 44.

Both styles represent unusual value in a blouse which will launder beautifully and give no end of wear. Today 2.95

White Sateen, \$2.95

A splendid wearing undershirt of soft, firm quality. Prettily frilled and flounced at the bottom. Today 2.95

Heavy White Habutai, \$8.95

—is such a serviceable, good wearing undershirt for everyday wear. The flounces are attractively tucked and frilled. Today 8.95

Simpson's—Third Floor.

Half-Price Sale Today of Women's and Misses' Early Autumn Frocks

Made to Sell at \$35.00

\$17.50

Sale Starts Promptly at 8:30

150 Stunning Taffeta and Satin Frocks Bought Especially to Sell for Early Fall or Present Day Wear

They are fashioned mostly on straight line effects, featuring the new coatee, accordion-pleated ruffles and draped effects, which have been so effective in the summer frocks of this season. They are shown in a wide variety of the dark serviceable fall shades of navy, French blue, green, taupe, brown and black. Half-price, today 17.50

Special! Women's and Misses' Wool Jersey Sports Skirts \$11.95

100 Jaunty, Serviceable Jersey Skirts That Will Stand No End of Wear—Will Not Crush or Become Mussed

Made on strictly tailored lines, with every sort of unusual idea represented in the pockets. Some are trimmed with pearl buttons, others prefer colored novelty affairs. They are slightly gathered at the back on separate belts. Regularly \$17.50 value. Early morning special, today 11.95
Simpson's—Third Floor.

The First Fall Fashions Women's Tailored Suits

Embodying new lines, new trimmings and new embroidery effects. Each suit a model of individual charm.

The most graceful line—the silhouette of last year subtly changed—is the predominating note in the new suits for early autumn wear.

Coats of slightly longer length, tailored with that severe simplicity and fineness of line that makes them so exclusive and such simple grace.

The classic lines are carried out in long panelled effects on the coats, and the rich embroideries and ritchings are in becoming good taste and with a view to accentuate the fine lines of the whole suit. All the warm glowing autumnal tints are represented in their colorings of brown, rookie, taupe, reindeer, navy and black.

Priced at \$67.50 to \$150.00.
Simpson's—Third Floor.



Substantial Savings in The August Fur Sale

Buying Fur Wraps in the August Fur Sale means purchasing modish, luxurious garments under most economical conditions—in addition, furs bought now will be stored in our ideal cold storage plant absolutely.

Free of Charge

Finest Quality Hudson Seal (Seal Dyed Musk) Coats, \$487.50 and \$520.00—With large shawl collar and bell cuffs of No. 1 Beaver or Alaska Seal (skunk). Full length belt and fancy silk linings 36 in long. August Sale \$487.50, 40 inches long, regularly \$520.00, August Sale, \$520.00.

FINE QUALITY NATURAL WOLF SETS. \$39.00—In animal shape, stole and round muffs with head, tail and paw trimming.

Simpson's—Second Floor.

Men's "Victor" Boots

The New Fall Styles Are Decidedly Smart



The name "Victor" stamped on the sole of a shoe is a guarantee of selected leathers—comfortable lasts, and dependable workmanship. Simpson's "Victor" Boots for men have made a great many satisfied customers.

THE \$15.00 "VICTOR"

BOOT of black kid, black calf and brown calf. The soles are oak tanned, the linings, insoles and counters are best grade. Widths A to E. Sizes 5 to 11.

AT \$12.50, \$12.00 AND \$11.50—"Victor" Boots of black calf, brown calf and black kid—all Goodyear welted leather soles. Sizes 5 to 11.

At \$10.00—Tan Calf "Victor" Blucher Boot on a moderately broad last, designed for business men who are on their feet a great deal and want comfort. The leather soles are Goodyear welted. Sizes 5 1/2 to 11.

Women's \$11.50 Patent Pumps, \$8.00 Pair

Stylish Patent Leather Pumps are especially modelled for comfort. Flexible Goodyear welt soles and medium Cuban heels. The last is full fitting at ball of foot and tapers to a narrow toe with neat stitched toe-cap and finished inside with a non-slip lining. Sizes 2 1/2 to 7. Widths B, C. Today 8.00

Dr. Wallace A. Hill, Foot Specialist

will be here during the week commencing Monday, August 16th. Dr. Hill is prepared to answer questions, advise and suggest in the matter of foot troubles.
Consultation Hours—10 to 12 and 2 to 5 o'clock daily.
Simpson's—Book Department—Second Floor.

Simpson's Market

Adel. 6100

MEATS AND FISH.

Boneless Beef, for stewing, lb.	22
Shoulder Pot Roast, tender beef, lb.	22
Minced Shoulder Steak, lb.	22
Family Sausage, our own make, lb.	22
Headcheese, our own make, lb.	23
Breakfast Bacon, sliced, lb.	23
All Fresh Fish Advertised Subject to Arrival.	
Fresh-caught Whitefish, lb.	25
Fresh-caught Trout, lb.	25
Fresh Cod Steak, lb.	25
Choice Smoked Haddies, lb.	28
Choice Smoked Fillets, lb.	28
GROCERIES.	
One car Standard Granulated Sugar, 10 lbs.	2.40
Redpath's Pure Syrup, 2 lb. tin, 45	
Pure Raspberry Jam, Old City Brand, 1 lb. glass jar	1.35
Finest Canned Honeydew Corn, tin	20
Waxtield's Corn Meal, 25 lb. bag	20
Monarch Flour, 25-lb. bag	2.00
Wingnug's Pure Lard, 25 lb. can	3.39
Kellor's Finest Orange Marmalade, No. 4 size pail	1.00
Choice Rice, 2 lbs. pail	3.40
Sliced Singapore Pineapple, No. 2 tin	41
Choice White Beans, 2 lbs.	21
Sure Whip, bottle	25
Finest Gold Dust Cornmeal, 7 lb. can	48
Paraffin Wax, 5 lb. tins, dozen	1.00
Polar White Soap, 12 bars	1.00
Gold Leaf Naphtha Soap, 12 bars	28
Lux, 25 bars	28
Surprise Comfort, Borax and Soda Soap, 12 bars	23
Sunlight and P. & G. Naphtha Soap, 5 bars	50
Leak's Gold Leaf Soap, 12 bars	23
Simpson's Big Bar, bar	22
Ammonia Powder, 2 pkgs.	23
1-lb. pkgs.	19
Diamond Cleaner, 2 pkgs.	19
Gold Dust Washing Powder, 34	
1-lb. pkgs.	17
Pearine, pkg.	17
Old Dutch Cleanser, 2 tins	22
1-lb. pkgs.	21
Toro Tablets, 6 pkgs.	25
Edwards' Laundry Starch, 14	
1-lb. pkgs.	21
Sapolio or Bon Ami, cake	12
Babbitt's Cleaner, 3 tins	24
TEA SELECTION.	
2,000 lbs. Pure Celina Tea, of uniform quality and fine flavor, 54	
Black or mixed, today	14
FRUIT SELECTION.	
California Oranges, dozen	75
Choice Lemons, dozen	75
Spanish Onions, 5 lbs.	25
POULTRY SELECTION.	
Finest Cornish Fowl, 10 lbs.	58
6.00; 25 lbs., 1.40; 100 lbs.	5.85
Full or Pep Laying Male, 10 lbs.	65
Blatchford's Rabbit Male, pkg.	10
10 lbs.	10
Male Grit, 6 lbs.	10
Cracked Corn, 6 lbs.	30