

SIMPSON'S SIMPSON'S SIMPSON'S

Telephone Main 7841 Store Opens 8:30 a.m. Closes at 5:30 p.m. Open All Day Saturday Market Adel. 6100



Raincoats

This lot is comprised of two-purpose tweed coats in shades of brown and gray. Made up in the Trencher model with all-round belt, convertible collar and slash pockets. Also plain dark gray paramatta cloths made up in the motor model with convertible collar and regular pockets with flaps. Sizes 34 to 44. This morning at \$15.00.

Young Men's Brown Tweed Overcoats at \$26.50
Single-breasted, form-fitting model, with long soft roll lapels and slash pockets. Sizes 35 to 40.
Simpson's—Main Floor.



Fine Rugs From the Orient

From Persia, China, Asia Minor, India and the Caucasian districts do they come in all their wealth of beauty and gorgeous colorings. Our assortment is a most exclusive one.

Mirzapore Rugs

An Indian weave in splendid strong rich colorings, admirably suited for dining room, library or office. Sizes:

- 12'1" x 9'5" at \$175.00
- 11'1" x 8'8" at \$142.50
- 10'6" x 7'3" at \$117.50
- 12'2" x 9'3" at \$167.50

Kandahar Rugs

A close weave of Indian rug in delicate colorings. Soft warm shades of rose, green and cream, well blended in excellent designs suitable for living-rooms. Sizes:

- 8'2" x 5'2" at \$ 75.00
- 9'1" x 6'2" at \$197.50
- 9'2" x 9' at \$145.00

Simpson's—Fourth Floor.

The Robert SIMPSON Company Limited

The Secret of the New Sweater Coat

"However did you get your sweater to look so nice?" said a little friend of mine the other day, and when I told her the secret—Monarch Wool—she almost hugged me with delight when visions of her new sweater, so soft and downy yet so durable and strong, flitted across her vision.

And the wonderful shades too—all the exquisite delicate colorings of Summer time, every iridescent and rainbow tint imaginable.

Start to make yours today.

Monarch Floss, a 2-ply yarn of soft downy texture, yet strong and durable, suitable for light-weight sweaters, scarfs, shawls. All the Summertime shades of pink, rose, old rose, strawberry, cardinal, apricot, orange, burnt orange, brown, henna, pale blue, turquoise, Oriental navy, emerald, orchid, lavender, purple, American beauty and buff. 1-oz. ball35

Monarch Down, a heavier 4-ply yarn in amethyst, purple, heather, brown, Nile, rose, old rose, cardinal, maroon, royal blue, jade and Oxford. 2-oz. balls65

Monarch Dove, a lighter weight, 4-ply, twisted yarn, in lemon, buff, heather shades, lavender, pink, rose, sky and black. 1-oz. ball35

Simpson's—Fourth Floor.

Have You Seen

The Monarch Illustrated Instruction Book on Wool Work?

Miss Rhoda James, expert teacher of knitting, will be in the Art Needlework Department, Fourth Floor, daily to demonstrate new stitches and teach the art of knitting any garment desired. Hours: 9 to 12 in the morning, 2 to 5:30 in the afternoon.



New Jersey Suits For Misses Are Charming

With the tang of the windy links and the breeziness of the upper deck in every sportive line.

Qualities, too, that will brave wind and weather, sun and shower, and preserve their abundant freshness and dashing lines.

Mostly loosely-belted styles with long Tuxedo collars, often in some gay contrasting hue or material—roomy pockets, inverted pleats, clever stitchings.

Vivid jade, marine blue, Italian green, rose and cardinal, or sturdy taupes, browns, gray and navy. Priced, \$35.00 to \$62.50, with very special value in an excellent assortment at \$35.00.

Simpson's—Third Floor.

We Are Selling Furs to Women Now For Wear Next Winter

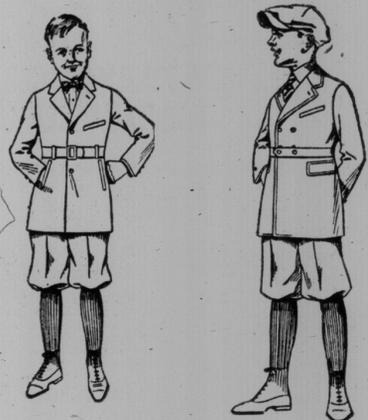
Scarcely a day passes but some woman purchases furs for future wear—they know how the price of peltries is rising. And, by the way, any furs purchased now may be kept in our Cold Storage Vaults until required, if you so desire.

Handsome Lucille Fox Scarfs are particularly in demand, and there is both the double-furred style and the chic choker. Trimmed with head, tail and paws. . . 65.00

Mink Chokers, too, are here in one-skin styles of attractive variety at \$25.00 to \$40.00, and Pine Marten at \$50.00.

White Iceland Fox (Electrified Thibet) Scarfs in newest shapes, \$9.50 to \$12.75.

Simpson's—Second Floor.



Boys! A Tweed Suit \$12.45

250 Suits, two styles illustrated, that combine excellence in fabric, style and finish.

Distinctive and attractive patterns in heather mixtures, fawn and black stripes and gray and black broken check effects in wool and cotton mixed tweeds. Double and single-breasted models, with all-round belt at waist. Some have vertical pockets, others patch, with buttoned flaps.

Full-fashioned bloomers, equipped with governor fasteners and belt loops. Sizes 6 to 12 years, 24 to 30. Regularly \$16.50. Today, special price 12.45

Simpson's—Second Floor.



So Many Pretty Afternoon Frocks at \$29.75

Frocks of taffeta—with frilled or scalloped tunics, knife-pleated flutings and sometimes sleeves and vestees of georgette.

Prettily-embroidered satin with draped tunics, novel pannieres, bolero and surplice bodices.

A smart Crepe de Chine has an accordion-pleated tunic and chic vestee.

And so on throughout a charming variety for women and misses, mostly in navy, taupe, mid-night blue and black, with a few in sand, French blue and rose. Special value at 29.75

Simpson's—Third Floor.

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