Men's Gunmetal Boots Today \$4.85

A special selling of only 120 pairs Gunmetal Side Blucher Boots with neat round toe, Goodyear welted slip sole and military heel. Sizes 6 to 10. Today 4.85

Women's Black Kid Boots Today \$4.50

Phone Main 7841. Market Adel. 6100 Store Hours 8:30 to 5:30 Daily

School Girls' Windsor Ties

Japanese Silk Ties in plain colors or navy and white polka dot, pointed or straight ends. Today, each 50 Fancy Plaid Windsors, in heavy quality silk, pointed ends.

Japanese Silk Middy Ties, in plain shades. Each, 75c to \$1.75.

Reefer Collars 50c to \$1.00

Excellent quality drill in white, navy, saxe and red with white braid. Today, 50c, 75c and \$1.00.

Women's Light-Weight Coats Clearing!

Grouped in Three Wonderful Lots for Rush Selling Today

Regularly \$25.00 to \$35.00

Regularly \$48.50

Regularly \$95.00 to \$125.00

\$16.95

\$50.00

Velours, goldtones, silvertones, crystal cords, bolivias, tricotines, gabardines, serges and mixtures, in leading shades. Mostly full-lined. Dozens of designs for choice, and sizes 32 to 42 in the lot. Reduced without regard for cost. Today, at \$16.95, \$35.00 and \$50.00.

Specializing in Women's Suits at \$50.00

Making an Extraordinary Effort to Produce the Best \$50.00 Suit Value Procurable Anywhere When you see the new fall models in Botany serge and wool gabardine, now on display at this price, you will realize that we have succeeded. Strictly or dressy tailored styles, beautifully finished, lined and interlined. In navy, brown and black. Price 50.00

Autumn in the Women's Suit Department

· Where hundreds of stunning strictly tailored or costume models have gathered to greet Exhibition visitors and others.

Suits which are utterly void of adornment, but so distinctive of line as to charm the most critical, and suits which revel in handsome embroideries of silk, wool or tinsel, glittering beads and rich furs.

Simpson's-Third Floor.

Materials include tricotine, gabardine, finest serge, velour, duvet de laine, duvetyn and veldyne—these in navy, black and newest autumn shades.

Incomparable workmanship, underlying quality and nicety of detail are features of every model, be it a chic youthful affair at

New Serge Frocks---\$42.00 to \$49.75

You'll Be Wanting a Serge Frock This Season-Not Alone Because Serge Frocks Are More Fashionable for Both Street and Dressy Wear, But Because You Probably Can't Resist the Fascination of Our New Models so Moderately Priced Between \$42.00 and \$49.75

Maybe you'll choose one of the smartest on long Redingote lines with embroidery for chic-or one glittering with iridescent beads, elaborated by bonaz or silk embroidery, dashed with a bit of smart fringe, caught with many buttons or flying wide panels over narrow sheath-like skirt.

At all events, you're assured of ultra-smartness if you choose from these collections. In very fine navy or black serge. Priced. \$42.50 to \$49.75. Simpson's-Third Floor.

The New Autumn Silks Spell Radiance!

Radiance of fabric, radiance of design, radiance of coloring - and, withal, indescribably beautiful. Printed and brocaded effects lead the way-great splashes of vivid color, subtly blended upon soft pussy willow backgrounds, or gleaming tinsel effects, gold and silver inlaid in rich Autumn tones of satin, silk or velvet. Wonderful new kumsi-kumsa, too, in deep dusky shades, and the softest of crepe satin for the fashionable satin frock. Besides:

Printed Silk Crepes and Voiles in designs and colorings to match the pussy willows; printed Shantung Silks, black Chiffon Taffetas, fleus de Nice Satins, Paillettes, Peau de Soies. Moire, etc. Colored Chiffon Velvets in rich shadings for evening wraps, and high tones for the Autumn hat.

Exhibition Silk Specials for Today! Save!

IVORY AND PINK WASH SATING 1,000 "Shinpei" Wash Satins. Regularly \$2.44. Today, IVORY AND PINK WASH SATINS-1,000 yards NATURAL SHANTUNG SILKS in bright weaves, selected from \$1.25 stocks. Today, yard94

BLACK TAFFETAS, PAILLETTES AND MESSALINES—Regularly \$2.79 and \$2.95. Today, yard

COLORED HIRASHIKI OR RAJAH SILK-Wear guaranteed. A big range of popular shades with plenty of ivory. Regularly \$2.44. Today, yard 1.95 Simpson's-Second Floor.

Autumn Wool Fabrics in Daily Arrival! -Fresh from the most famous looms of Europe and Old England. Fashionable weaves for suits, coats and

NEW COATING BOLIVIAS, in all-wool and silk and wool mixtures. Most fashionable shades. Yard, \$8.50 and \$9.50. RICH NEW CHECK VELOURS, in black and

Two Specials in Serges

WEST OF ENGLAND SERGE—Very fine, soft twill finish. 40 inches wide. Guaranteed shades in navy only. Thoroughly soap shrunk. Reduced for special selling. Today, yard 2.39 Bargain Table-Main Floor.

Simpson's Annual Blanket Sale

\$11.95 "Two-in-One" Blankets, \$9.95 Each

A blanket made single, but the weight of one pair. In pink, light Grecian border. Regularly \$11.95. Sale price, today 9.95 Simpson's-Fourth Floor.

\$12.50 Plaid Blankets,

larly \$12.50. Sale price, toda7, pair 10.95

\$10.95 Pair 500 pairs Blankets, in white ground with plaids, in blue, pink and tan. Finished with silk ril-

Imported Down Comforters, \$18.50

Fine quality Comforters with down-proof cambric cover, in newest styles and colorings. Well stitched and ventilated. Plain panels. Filled with new clean feather down Size 72 and 10 to 10 panels. Filled with new clean feather down. Size 72 x 72 inches. Sale price, today, each 18.50

"SCHOOL DAYS"

To assist busy mothers in the endless preparation attendant upon the return of "School Days" the Simpson Store has arranged a most interesting collection of values in clothes, etc. Plan to take advantage of them today and bring the kiddies.

Today! Half-Price Sale of

School Girls' Wash Frocks Half Prices Are \$1.95 to \$6.25

Taken directly from our regular \$4.00 to \$12.50 stocks of fine chambray, woven gingham and plain or flowered voile Tub Dresses—prettily made in a variety of styles and trimmed with contrasting colored collars and cuffs, hand embroidery, smocking and white organdie. Sizes 6 to 14 years in the lot, but not in all styles. Special, today, \$1.95 to \$6.25.

Girls' Navy Serge Skirts, \$6.50

Girls' Pure Wool Sweater Coats, \$7.49 For the Misses of 8 to 14 Years.

Knitted in the close cardigan weave that will stand any amount of Simpson's Third Floor.

Boys' and Girls' School Shoes Special Priced

Boys' Blucher Laced Boots Reduced Sizes 11 to 13. Regularly \$3.25, Today \$2.60 Sizes 1 to 51/2. Regularly \$4.50, Today \$3.60

Strong Box Kid Leather Boots that will stand no end of tough usage. In brown or black. Full round toe. Heavy solid leather standard sewn soles, reinforced by rows of heavy stitchings. Leather lined. Guaranteed counters.

"Classic" Boots for Young Girls

Good wearing and of good appearance! Gunmetal Calf Leather Boots, full fitting last with slip McKay sewn soles and flat heel. Sizes 8, 10½, today, \$3.00. Sizes 11 to 2, today, \$4.50. Girls' Brown Kid Lace Boots, Special, \$4.00

Splendidly made of dark brown kid on neat round heels. Sizes 11 to 2. Today, special 4.00 Simpsen's-Second Floor.



Former Prices Ranged From \$17.50 to \$30.00

This is a great clearance of about 100 Velour, Serge and Tweed Coats, smartly made in jaunty school girl styles, with pleats, tucks and silk stitchings, novelty pockets and buttons. Mostly all-around belted models, with convertible collar and half or full lined. Sizes 6, 8, 10 and 12, but not in each style. This item means brisk early morning shopping. Today, special 8.75

School Girls' \$7.00 Rain Capes, \$4.50

Rain capes in guaranteed fast colors of gray and brown. Developed of extra strong satinfinished fabric, on full sweeping lines, and complete with fancy little hood. Sizes 8, 10, 12 and 14.

4.50 Misses' Department-Third Floor.

Boys' \$16.50 to \$20 Suits \$13.45

Extra Special "School Days" Sale for Today

A group of 200 Tweed Suits in models in single and doublebreasted styles. Bloomers are full fashioned, lined throughout, have belt loops and Governor fasteners. There is excellent choice of patterns in browns, fawns, greys, neat checks or stripe and novelty mixed effects. Sizes 26 to 36, or 8 to 18 years. Special, today 13.45

Boys' Sturdy Suits \$7.85

These suits are of that serviceable cottonade fabric that will stand almost any amount of rough usage. Neat black and fancy striped materials. Belter style with vertical side pockets. Bloomers are lined throughout, have belt loops and governor fasteners. Sizes 25 to 31. Today 7.85

Schoolboy Sweaters \$1.59

-pull-overs of all-wool yarn, knitted with elastic rib, and have double roll striped collar. Colors are navy with red, khaki with red, gray with maroon, and black with orange. Sizes 26 to 32. Special, today 1.59

\$3.50 to \$6.00 Sweater Coats, \$2.49

Clearance of broken lines of pure wool and wool mixture Sweaters. Elastic ribbed knit, storm collars and two pockets. Splendid assortment of colors, sizes 26 to 32. (Cannot fill phone or mail orders.) Today 2.49

Schoolboys' \$2.00 Shirt Waists, \$1.49 cial Simpson's-Main Floor.

The Robert SIMPSON Company Robert SIMPSON Limited



Jaunty Plush Tams and Hats, \$3.95 and \$2.75

Two becoming styles of erect pile plush. Some trimmed with fur buttons, others have rakish tassels. No hat is smarter or more serviceable for school or play. Today, \$3.95 and \$2.75. Simpson's-Second Floor.

Boys' \$1.25 to \$2.00 Caps 95c

Tweed and Mercerized Silk Cape in plain and fancy patterns, in one, four and eight-piece top styles, Today .95

35c to 50c Varsity Caps, 29c Jaunty Caps in navy, cardinal, maroon and fawn. Some have embroidered crest in the front. Today ... 29 Simpson's-Main Floor.

Buster Brown School Stockings 50c

Two-and-one ribbed black Cotton Stockings, made from extra quality cotton yarn, seamless leg and foot, with spliced heel, toe and sole. Sizes 6 to 11. Special, today50 Boys' and Girls' 39c Stockings,

English Cashmere Stockings, 85c and \$1.00

Black Union Cashmere, two-and-one ribbed, seamless, with strong spliced heel, toe and sole. Excellent wearing qualities. Sizes 6 to 8½, 85c. Sizes 9 to 10, \$1.00.

Simpson's-Main Ffoor.

Handkerchiefs Are a Daily School Need CHILDREN'S FINE WHITE ENG-LISH LAWN HANDKERCHIEFS-Narrow hemstitched borders. Today. 6 for

CHILDREN'S PLAIN WHITE

Hair Ribbon Bows

Simpson's-Main Floor.

HEWARD

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Italian Champ Killed in

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