








## RAISE IN FREIGHTS NOT A.HARD BLOW  ond          <br>  <br>  <br> If variety is the spice of life, and you are For instance, for breakfast there are ten kinds made to perfection in our own ovens. Then for the rest of the day and evening there are as many more varieties of French pastries, puff-paste dainties and a big line of home-made cakes and pies. Our hot specials changed daily include verything from soup to nuts and back again. Something new all the time. <br> Shefliold Sicher




Phone Main 7841 | Store Hours 8:30 to 5:30 - Saturday 8:30 to One o'Clock - No Noon Delivery Saturday | Market Adel. 6100

|  |  | \$3.50 Paris Sample Collars Today $\$ 1.50$ |
| :---: | :---: | :---: |

Today, a Day of Wonderful Savings in--

 money-saving opportunity which this Black Silk sale affords.
 meave and Pailetee oabolutely new shipments of fresh stock hithersto unop
fabrics are all pure skin dyed sik, the product of FFrench and Swiss looms. $\$ 3.50$ Charmeuse $\begin{gathered}\text { Satin Ducherese, } \$ 2.95 \\ \text { Yard }\end{gathered}$




 nocuit Black siluk sale yard fan, 86.
 $\$ 2.95$ and $\$ 3.15$ Satin Duchesese Mousaling
 $\$ 4.50$ Duchesse Mousaline Suiting, $\$ 3.48$


Early Autumn Ready-to-Wear MILLINERY
$\$ 3.95, \$ 5.00$ and $\$ 5.50$.
Many and charming are these smart new hats of
hille riboon in tam effects, some weith tassels, ofthers

 Wonderful Display of Velour Hats

 ticularly black, navy, brown, reindeer,
night blue. Prices, $\$ 12.00, \$ 13.50$ and
Simpson's-second Floor,

Sale of Camisoles at $\$ 2.68$ Regularly $\$ \mathbf{3 . 5 0}$ to $\$ 5.00$
This collection includes some of the loveliest crepe de
chine, washable satin and Japanese silk Camisoles we have had this season. They are so effective with theirs wide lace yokes, hand embroidered designs and neat lingerie ribbons.
Elastic finished at the waist. Flesh or white. Today 2.68
$\$ 2.50$ to $\$ 3.50$ Cotton Underskirts, $\$ 1.98$ Neat fitting garments of soft white cotton, Some have
deen, full flounce of fine Swiss embroidery, others are lace
trimmed. Today Clove Silk Bloomers, $\$ 2.89$




Children's $\$ 1.50$ Hats Reduced to Clear at 69c


 Childen's 85 c Weite ${ }^{65}$ Skiken's 85 c Waists, 65 c
Skeleton Waists with ad
stable shoulder swan ustable shoulder straps and
strong reinforced waistband. strong reinforced waistband
Underwear buttons on tapes. Detachable garters. on tizes
014 years. Children's Creepers, Special Good quality white voile,
with fine woven cluster stripes in gray. Fancy yokes. ruind
collast and nowble ents
with
with pink or bod bue thambray. Butoning from knee to knee.
Sizes 6 months to Little Girls' White Dimity Dresses, $\$ 3.75$
Daintily sashed, high waist ed style. Round collar with
silk cord and tassel, patch pockets in skirt. Sizes 2 to
6 years. Today, special 3.75
Simpson's-socond Floor. Girls' $\xlongequal[\overline{6} \text { to 14-Year Dress }]{ }$ Girls' Colored Middies $\$ 3.50$


Japanese Silk Waists at $\$ 2.9$




## \$6.00 Damask Table Cloths \$5.25




 Extra! 45c Flannelette, 35c Yard


| Special--\$2.79 and \$2.95 <br> Wash Satin, Today \$1.98 <br> Another shipment which we had planned to sell at the above regular crices has just arrived, and on acolan <br> of the lateness of the season will have <br> slip quality comes in a host of bril liant shades and colorings-orchid <br>  |
| :---: | Japa W

## 10 a.m. Sale Today!

100 Handsome Imported Frocks Half-Price Regularly $\$ 55.00$, at . . . . $\$ 27.50 \mid$ Regularly $\$ 82.50$, at . . . . $\$ 41.25$
Regularly $\$ 65.00$, at


## Simpson's Salons for Imported Gowns

 -offers another stunning clearance of many of its most bewitching summer and early Autumnfrocks totay. Description is impossible where almost every frock is an individual modele original prices spell their beauty and exceptional values. There are
-Pastel white and dark-toned georgettes, encrusted with gleaming beads.
-Printed georgettes in rare design and colorings-styles for afternoon or
evening wear.
-Smart taffetas in navy and other wanted dark shades.
-Stunning foulards in brown, tan and blue tones print
Mostly, women's sizes in the wonderful assortment. On sale white or parchment.

Sale! Women's Imported Coats $\$ 67.50$ Regularly $\$ 85.00$ to $\$ 125.00$
variety,
They are made from the finest of bolivia, velourr, goldtone, tricotine and gatb-
ardine, in straight; ripled, pleated and narrow belted tailored effocte-ex-
clusively finihed to the last buttonhole, and elegantly lined. Colors new blue, sand, rookie or navy, and sizes 34 to 42 in the lot. Wise women
will be here when the gong goes for this marvellous value today at .........67.50
simpson's-Third Floor.

Misses' \$39.75 to \$45.00 Coats at \$31.75
 tancy pocketes and cuffs sand Finished with pearl and novelty buthons and foww of stitiching and beating Shates or



