

SIMON'S
Serves You
With a
Smile



New As They Can Be . . . Our
FALL DRESSES
and
COATS

LARGEST SELECTION IN TOWN
Plenty For You to Select From

- Blacks—
 - Blues—
 - Greens—
 - Wines—
 - Browns—
- DRESSES**
- \$1.98**
 - \$2.98**
 - \$3.95**
 - \$4.95**
 - \$6.95**
 - \$9.95**
- Tunic and
Other Styles
Wide Flare
Styles
Sizes
14 to 52

To appreciate these
Dresses you must
see them.

**COME IN AND LET US SHOW
THEM TO YOU**

Our Selection of Coats Is
Really up-to-the-Minute
You Will
Find Here
Sport or Dress

- New
Skirts
- New
Blouses
- New
Sweaters
- New
Undies

— See —

MRS. JAKE WHITE'S
New Hats

THEY ARE TRULY BEAUTIFUL
Largest Selection Yet

— From —

\$1.00 to \$3.95



Ladies'
Pure Thread
Silk - Sheer
Chiffon
Or Service
Weight
FAMOUS
QUAKER
HOSE
In All New
Fall Shades
SIZES 8½ TO 10½

79c and \$1.00

Other Full Fashioned
Pure Silk Hose 49c

CHILDREN'S ANKLETS

Or Three-quarter Length Sox

Large Assortment

15c and 25c

We are looking forward to see-
ing you in our store during the
shopping days . . . buy here
and **SAVE MONEY.**

COATS

Plain or
Fur

Trimmed

Plains - Plaids

Sizes 12 to 50

\$9.95 - \$10.95

\$15.95

\$16.75

\$19.50

\$25.00



SEE
OUR NEW
LINE OF LADIES'
SILK UNDERWEAR

- Slips 25c to \$1.95
- Step-Ins 25c to 49c
- Bloomers 25c to 65c
- Children's Slips 25c

See Our
Lines Before
Buying



AT SIMON'S
Friday and Saturday

We cordially invite you to attend our fall opening Friday and Saturday. We have one of the largest stocks of merchandise for Men, Women and Children. We have remodeled our store and have moved the Ladies' Ready-to-Wear Department to carry a larger line. All of the goods that we are showing

Children's
Wash Dresses
Sizes 4 to 16
GUARANTEED FAST COLORS
BEAUTIFUL STYLES
49c to 98c

Beautiful Selection Women's
Wash Dresses
NEW STYLES
NEW PATTERNS
Sizes 14 to 52
GUARANTEED FAST COLORS
98c to \$1.95

Ladies'
All Leather
Arch Support
IN E AND EEE WIDTHS . . . SIZES TO 9
OXFORDS
\$2.00 pr.

Men's Heavyweight
Real Serviceable
OVERALLS
Sizes 32 to 50
49c pr.
JUMPERS TO MATCH AT SAME PRICE



Plenty of Ladies' Season's Newest Style
SHOES, PUMPS,
TIES, OXFORDS

Greens - Blues - Browns
Blacks - Suedes
Calf Skins
SIZES 3 TO 9

\$1.98
\$2.45
\$2.98
OXFORDS
\$1.00 to \$2.98

BUY YOUR
Children's
SHOES
Here . . . and get your money's
worth: Blacks, Tans, Plain Toe or
Cap-Toe. Sizes 5 to 2—
98c
PER PAIR

LARGE ASSORTMENT OF
SWEATERS
FOR THE ENTIRE FAMILY

CHILDREN'S	49c UP
LADIES'	\$1.00 UP
MEN'S	\$1.00 UP
BOYS'	49c UP

79c
Hea
Al

TAXES INCLUDED

S I M O N
"STORE"
SIMON RUTENBERG