

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

Simpson's Race Meet and Holiday Programme

The Races and the 24th of May! Everyone is looking forward to these gay days---and great are the preparations. Those who are taking in the Races will be wanting such apparel as befits this most fascinating of all sporting occasions---exquisite frocks and hats, luxurious wraps, smart suits. Those who are holidaying over the week-end will be seeking travel and motor wear, a sports dress for the holiday, and perhaps a dance frock for that evening. At all events, no matter what your needs, you are almost certain of satisfying them happily at Simpson's---at advantageous sale prices, too, in many cases, as this page will show.



Millinery For the Races

Fairy-Like Midsummer Modes Admirably Adapted to Every Summer Gayety and Particularly to the Jolly "Meet."

Airy georgette hats in soft gray, white and the wanted pastel tints--crisp organdie capelines of summery brightness--cool looking hair hats in black, pastel and vivid colorings--drooping leghorn hats massed with lovely roses or bright field flowers and grasses--and newest of the new, tagel d'or models in jade, aztec, nasturtium and such fashionable shades shot with gold or silver and laden with flowers and ribbons. Taffeta sports hats, too--new and chic.

Simpson's--Second Floor.

Women's Wraps \$69.50, Sale!

In the Nature of a Fashion Event Also, Is This Great Sale, For Here Are Offered Such Stunning High-Class Wraps as Women Will Wear to the Races.



Imported garments fashioned of rich bolivia, tweed cord, goldtone, wool velour camel's hair, polo cloth, gabardine and coating tricotine.

Exclusive models (many of them individual)--with rippled, yoked, pleated and belted backs and elegant trimmings.

Perfection of detail and finish to the last button-hole and beautiful silk linings.

Colors, rookie, sand, French blue, taupe, reindeer, gray and navy. Today, special 69.50

Misses' Up to \$75.00 Suits at \$45.00

In the Dashing Tailored Styles Every Miss Craves and Many Young Women Will Don for the "Meet."

Many of these suits boast the finish of a custom-made garment--all are unusually well tailored and nicely lined with plain or fancy silks.

Made from very fine tricotines, gabardines and serges in navy and black. Sizes 14 to 20 years in the lot. Early morning special, today 45.00

Simpson's--Third Floor.

The Robert SIMPSON Company Limited

Luxurious Furs For Race Week

There'll be many a chilly breeze out in the open at the Woodbine when it will be so lovely to draw one of the handsome fur scarfs around your shoulders.

Exquisite Silver Fox Scarfs, made in the large, flat, animal and choker styles, \$650.00 and \$700.00.

Fox-Dyed Wolf Scarfs, from selected silky skins, in shades of brown and taupe, \$50.00 to \$75.00.

Magnificent Silver Pointed Fox Scarfs, \$115.00 to \$225.00.

Lucille or Poire (Brown Dyed) Fox Scarfs, in the large, flat, animal and double-furred choker styles, \$45.00 to \$110.00.

Natural Red Fox Scarfs, \$42.50 to \$100.00.

Simpson's--Second Floor.

Summer Music

Now is the time to select the summer entertainment for your veranda or summer home.

Hawaiian Ukulele Easy to Learn Finished in oak, mahogany and genuine Hawaiian Koa wood. Prices, \$5.50, \$7.50, \$10.00, \$15.00, \$17.00 and \$25.00.

Note--We have all the accessories, such as Instruction Books, Picks, Bags, Cases, etc., for the Hawaiian Guitar and Ukulele.

Hawaiian Steel Guitars Splendid assortment in different finishes and wood. Well made and true in tone. Prices, \$10.00, \$12.50, \$14.00, \$15.00, \$20.00 to \$35.00 each.

Victrola IV, Price \$40.00

The big tone of this little Victrola will surprise and delight you. Excellent for dancing, too, and it will also give you a faithful reproduction of all classes of music.

It is strongly made, compact and easy to carry around. The motor is sturdy and strong. This Victrola must be heard to be fully appreciated.

Simpson's--Sixth Floor.

LUNCHEON IN SIMPSON'S PALM ROOM IS SUCH A "HOMEY" AFFAIR

Simpson's Salons for Imported Gowns



10 a.m. Sale Today

Exclusive Frocks at \$75.00

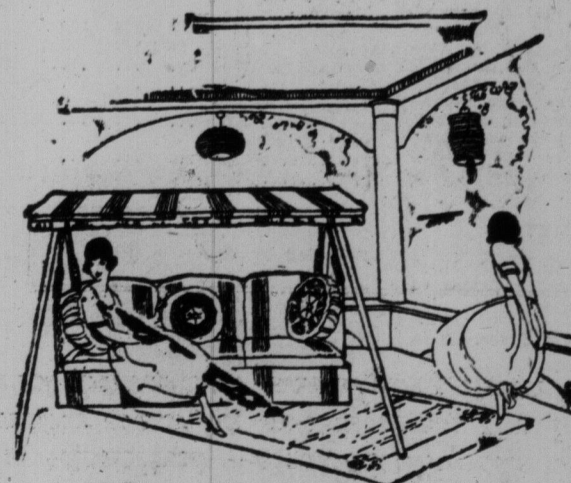
Truly an Opportune Sale Event! For Here Are Just Such Dressy Frocks as Will Be Sought After for the Races--For Dressy Street Wear--For the Many "Occasions" of Summer--At Dollars and Dollars Below Regular--Many Half Price. Quite a Number of Them Are Individual Models.

Finest Tricotines--Metallic-vested, sewn with iridescent beads, inset with medallions of leather, finished with Egyptian girdles and Oriental tones.

Taffetas--Silk and tinsel-embroidered, crystal beaded, combined with printed georgette or lovely lace--ruched, ruffled and sashed.

Satins--In exquisitely draped styles, handsomely embroidered or encrusted with steel beads.

Navy, brown, taupe and black are mostly shown--often with some rich contrasting color facing sash, pocket or cuff. On sale in the Salons, sharp at 10 a.m. today 75.00



A Hammo Couch You Must Have

It is the Genuine Restful Comfort of the Hammo Couch Which Compels Your Attention in the Matter of Summer Home Furnishings. And They Are Built to Last for Years With Ordinary Usage.

Hammo Couch, with frame of angle steel, fitted with indestructible link fabric, mattress has wood fibre centre with soft top. Couch, \$15.00; stand, \$5.75; plain canopy, \$5.75.

Hammo Couch with frame, has adjustable head rest, high back and ends fitted with pockets; mattress has box edge, is of soft cotton filling, covered in khaki duck. Couch, \$21.00; stand, \$5.75; scalloped canopy, \$7.00.

Steamer Chairs, hardwood frames, natural finish, green striped duck, has foot rest 3.75

Folding Garden Settees, green and natural, combination finish, strong slat back and seat 2.50

Simpson's--Fifth Floor.