SIMPSONS

SIMPSON'S

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

The Most Astonishing Sale We Ever Held! 500 Exclusive



Blouses on Sale Today at \$5.49

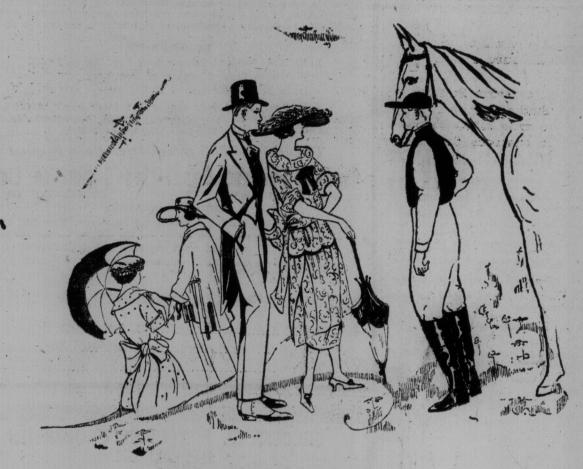
\$8.95, \$10.00, \$12.50, \$15.00, \$18.50, \$21.00, \$25.00 and \$30.00 Styles

Never have we offered more significant values-all are new and fashionable to an unlimited degree-purchased by us from certain high-class makers who made up more than they could sell. We obtained them at a real sacrifice on their part-hence this rare opportunity, despite the fact that all kinds of silks and crepes are higher priced than they ever have been, and are still going higher.



Casaques, Overblouses, Monkey Blouses and Exquisite Examples of Under-the-Skirt Blouses

-- in all the newest materials---georgette, tricolette, heavy crepe-de-chine and satin in a perfect riot of lovely colorings. Exhibiting ravishing embroideries, beadings and laces. No phone or mail orders please. Usually selling from \$8.98 up to \$20.00. Be here



The Races!

Soft green of turf, misty under May sunshine, the glowing spectacle of exquisitely-gowned women and formally-clad men, the hoarse, eager buzz of voices at the paddock rail, the flash past of nervous thoroughbreds galloping. A few days away, and yet the vision of this fascinating sporting occasion of all the year is with us.

What colors there'll be! What gowns! What hats! What a panorama of fashion and beauty as everybody strains forward, breathless, to watch the little brown squadron bunch at the turn and stream out beyond.

For opening day Nature is planning to put forth her most delicate hues and graces. So is Milady. That is why our French rooms and Salons are fairly humming these days with discriminating shoppers.

It will interest you to know that we are making special displays today of suits, wraps, frocks and millinery for the great event.

Club Bags

Reduced to Clear, \$25

Regular Value \$33.50 and \$34.50

side pockets, double drop handles reinforced corners. Size 18 x 20

inches. We have sold them for the past week at \$28.50 and \$29.50.

For today only, as a going-away holiday special, a limited number

Overnight Bags, Fitted, \$22.95

leather lined, smart and most useful. Size 16 inches 22.95

Grain cowhide select stock overnight bag fitted with lift-out pad,

Extra special select solid cowhide club bags. Leather lined, in-

Half the World Appears in Taffeta This Season You Will Be Interested, Then, in Our

Splendid Assortments of Stunning Frocks for Women and Misses at \$49.75

One embroidered in jade, morocco, red and gold and puffed at the hips.

Another with contrasting-colored wool embroidery on bodice, tunic and novel sleeve.

Cleverly paneled back and front and triple flounces over the hip of

A particularly chie frock for the Miss, with over bodice and apron tunic of georgette and a corsage rose beaded in colored crystals on the taffeta girdle.

These and many other fetching, becoming models, each with some different exclusive touch-in colors navy, taupe, French blue, gray, brown and black 49.75



\$15.00 to \$18.75 Serge Skirts, \$9.95

This excellent assortment comprises women's, misses' and outsized skirts, taken from our regular stock and reduced for quick clearance.

Fine all-wool serges of superior quality compose them-in a splendid variety of smartly tailored styles with separate belts, pockets, braid and button trimming.

Navy and black only. No phone or C.O.D. orders, please. Today, to clear 9.95

Chauffeur's Uniform Suits

ON SALE 8:30 THIS MORNING

Very smart and well tailored rom a dark gray pick-in-pick worsted. Single-breasted, semiished with five pockets, belt

Note: Extra trousers can be Uniform Caps can be supplied

MOTOR DUSTERS

At \$4.00-A duster suitable for work around the car, made from a good weight khaki drill ma terial. Sizes 34 to 44.

At \$6.00-A double-breasted duster, made up from a natural shade linenette, close-fitting convertible collar, 2 patch pockets. Sizes 35 to 44.

At \$13.50-A double-breasted duster, made up from a dark gray lustre, close-fitting collar, pellows pockets, 1-piece belt. Sizes 85 to 44. Simpson's—Main Floor

Heavy Shantung Silk Middies at \$2.95 Our Regular \$3.95 Quality

White Pique Waists at \$1.95

Convertible collar, front fastened with 3 large

grooved ocean pearl buttons, and long sleeves

with turned back open cuffs fastened with 2 but-

tons. Sizes 34 to 44. Priced low for quick sell-

ing this morning 1.95

200 exceptional waists for early selling made from beautifully soft round cord pique.

A limited quantity of smart, roomy middles in natural silk shantung. Laced front, large square sailor collar, long sleeves with turn-up cuffs and 2 large pockets. Sizes 34 to 44. Splendid value today at 2.95

Simpson's-Third Floor.



Summer Toggery for Tots

That reflects the personal service of the Kiddies' Department. Our stock is most complete, selected with intelligence, and in readiness for every Summer

Infants' Short Dresses, 98c

Dainty dresses of white voile. Embroidered yokes, trimmed with pretty colored rosettes and tiny lace edging on the neck and sleeves. Sizes 6 months to 2

Girls' Envelope Chemises Regularly \$3.50 and \$3.75

Several dainty styles in fine white nainsook, comprising lines from regular stock which are broken in size range. They are variously trimmed with insertions and édgings of fine lace or embroidery. Sizes in the lot 14, 16, 18 years. Today.

Excellent for summer wear, Dutch effect with flare pockets at sides and large round collars. Button back and drop seat style with elastic at knees. Sizes 2 to 6 years. Today 1.69

White Pique Sailor Tams, 95c

Fine white pique, trimmed with ribbon band and streamers. Colored embroidery monogram. Sizes 6 to 65%. Today95

Children's Combinations of Cross Bar Check Muslin, \$1.15

Adjustable shoulder straps that button on shoulder, and underwear buttons at waistline. Strongly reinforced.

Girls' style, 2 to 8 years. Today 1.15 Boys' style, 2 to 10 years. Today 1.15 Simpson's-Third Floor.



Simpson's Cold Storage for Furs is Ideal

Warrant Dough 000 in to Hav From Safety