

Day at the Simpson Store

THE Festival of Allies on the Fourth Floor is all a-hum with children's voices and with music. This is the place par excellence for much shopping with little money. Witness:

Toys 8.30 a.m. at 69 cents

No Phone or Mail Orders. Iron Train, Engine, Coal Car and Two Passenger Coaches. Candy Shop, complete with candy in glass jars, scoops, etc. Automobile, a substantial wood and metal car, nicely painted and varnished. Hill Climbing Engine, with coal car. Circus Wagon, with lion in cage, drawn by a team of horses. Tool Sets, with a good outfit of useful tools. Big Teddy Bears, silk tan-colored plush covered. Dolls of many styles and sizes. **LAUNDRY SETS.** A Tub, Wringer, Ironing Board, and Washboard, all complete. Regular \$50.00, Wednesday \$35.00 (Fourth Floor.)

Sleighs, Dolls' Go-Carts, Shoofly Rockers, Wheelbarrows, 69c

Doll Go-Carts, folding metal frames and wheels, leatherette backs and hoods; black and tan. Rush Wednesday \$1.00. Toy Wheelbarrows, red enamel, neatly stamped, backs and handles metal wheel also. 48 only. Wednesday at \$1.00. Shoofly Rockers, horse-long rockers, seat and footrest, 96 only. Wednesday at \$1.00. Sleighs, ribbon style, fancy green enameled seat, striped runners with heavy round steel shoes, side hand-rail, extra strongly constructed. 120 only. Wednesday at \$1.00 (Fourth Floor.)

Three New Games
36 only Bowling Alloys, a miniature of the real thing, complete with ten pins, a spring gun, and a good, well-made bowling alley. The price is \$1.25. **Sleep Game**, a substantial, well-made game, and the idea of getting the ball across the trenches and hitting the enemy is very interesting. \$1.25. **Shooting Gallery**, is built along the same lines, a spring gun shoots a marble at the soldiers. The price is \$1.25. **A Big Assortment of Rocking Horses**, over twenty kinds and sizes to choose from, \$2.75 to \$22.50.

Greeting Boxes
The Diamond Cabinet, contains six dainty little greeting boxes, (corded) with envelopes. Special \$1.00. **The Fairy Box**, containing six beautifully illuminated folders, with envelopes to match. Special \$1.00. **The "Thoughts" Cabinet**, is an exceptionally good value; it contains 10 tied, with envelopes to match. Special \$1.00. **All the "Thoughts" Cabinets** are in a great box for a quarter; contains 10 large and elegant cards, with insets, silk ribbon tied. Box \$1.00. Wednesday \$1.00. (Fourth Floor.)

Leather Gifts 69c
Collar Bags, made of soft suede leather, metal stud box; others in black seal, flat style. Regular \$1.00. Wednesday \$1.00. **Writing Folders**, many leathers and styles, with pockets and pad. Regularly 75c and 95c. Wednesday \$1.00. **Coat Hangers**, in suede and black seal grain leather, with two and three hangers. Wednesday, 45c, 75c and \$1.00.

Needlework 69c
100 Sample Cushion Tops of various tapestries, chints, Roman stripes, etc., filled with best Russian down, and all ready for use. Regular \$1.00 and \$1.25 values. For Wednesday \$1.00. **Dainty Work Bags**, made of beautiful chints and cretonne, in a big variety of light and dark colorings. Worth regular \$1.00, \$1.25 and \$1.50. Wednesday \$1.00.

Toilet Goods
Toilet or Shaving Mirror, with colored wash frame; regular \$1.50. Special \$1.00. **Eight-piece Manicure Set**, in neat lined case. Special \$1.00. **Men's Four-piece Real Ebony Military Brush Set**, consisting of hair brushes, cloth and hat brush to match. Special \$1.00. Wednesday \$1.00.

Millinery
HANDSOME HATS AT \$5
The season has come for more dressy hats, and our milliners have been busy preparing to meet the demand. Wednesday we show a large number of attractive hats; large black velvets with pale pink facings, and chic, close-fitting styles; gold lace and fur are used extensively in the trimmings. They would sell easily for \$7.50 to \$10.00. Wednesday \$5.00.



weed 4.95
150 dark ar... gray e... imported Many Norfolk a... double-breasted styles, with full cut bloomers, serge lined. Regular \$7.00 to \$9.50. Sizes 26 to 33. Wednesday \$4.95

Men's Persian Lamb Caps
Men's Persian Lamb Caps, driver shapes, deep wedge shape, \$7.50, \$10.00, \$12.00, and stationary or adjustable peaks, slip bands to cover the ears, \$12.50, \$13.50 and \$14.50. Men's Piece Persian Lamb Fur Caps, wedge or driver shape, 5.00

Men's \$3 Shirts for \$1.59
Ceylon and English Flannel Shirts, travelers' samples, in grays, blues and fancy stripes; khaki and English military gray; some have attached collars; large bodies and sleeve lengths; sizes 14 to 18; not all sizes of each pattern in range. Regular \$2.00, \$2.50, \$3.00. Wednesday \$1.59. Men's Wool Sweater Coats, plain and fancy chain stitch; gray, navy, cardinal tan, khaki and combination colors; high storm collar; sizes 38 to 44. Regular \$4.50 and \$5.00. Wednesday \$3.79. Men's Silk Wool Underwear, guaranteed unshrinkable; cream shade; elastic ribbed knits; shirts and drawers; sizes 32 to 44. Regular \$3.50. Wednesday \$4.49.

This May Happen Any Day Now!
Real old-fashioned blizzards are not yet out of date, and piercing winds are almost a daily occurrence. Fortify yourself against "dirty weather" by investing in one of these
Men's Ulsters, \$9.95
Prices were \$14.00, \$15.00 and \$16.50. Made from reliable English coatings, in many good brown shades and patterns; also in gray mixtures; good heavy weights. Cut double-breasted ulster style, 50 inches long, with two-way convertible collar and back belt. Sizes 36 to 44. Wednesday \$9.95. **MEN'S SUITS, \$15.00.** Made from English worsted, in small brown pattern. One of the season's new single-breasted sack styles, with high cut vest; sizes 36 to 44. Price \$15.00. **MEN'S HOUSE COATS AT \$5.00.** Imported from one of the largest British manufacturers. Plain brown or gray, with corded sleeves, pockets and edges; single-breasted; sizes 36 to 46. Special \$5.00. **BATHROBES AT \$5.00.** English blanket cloth, in gray and red and blue and red; sizes 36 to 46. Price \$5.00.

Gloves and Hosiery
Men's Heather Mixture Wool Gloves, leather bound; one dome fastener at wrist; dressy, warm gloves. Wednesday \$3.99. Women's Black Cashmere Hose, English make, 3 pairs \$1.10, pair 95c. Women's Wool Hose, heavy ribbed black worsted; sizes 6 to 10. Pair 50c to 65c. Women's Black Cashmere Hose, Pen-Angle "seconds." Wednesday \$2.25. Women's and Boy's Hose, ribbed black cashmere, English make, 3 pairs \$1.00, pair 95c. Boys' and Girls' Hose, fine one-and-one ribbed black cashmere. English make; sizes 6 to 8 1/2. Regular \$1.00, pair 85c. Women's Black Chamoisette Gloves; sizes 5 1/2 to 8. Wednesday \$1.59. Children's Woolen Mittens, heavy ribbed effect; close-fitting cuff; great range of shades; all sizes. Wednesday \$2.29.

Men's \$2.95 Prospectors' Boots \$2.95 Rubber Boots

Best Quality Double-sole Knee Rubber Boots; sizes 6 to 11. Regular \$4.00. Wednesday \$2.95. Waterproof Tan and Black Prospector Boots, 10 and 14-inch uppers; sizes 9, 10 and 11. Regular \$4.50 to \$6.00. Wednesday \$2.95. **WOMEN'S \$3.00 TO \$4.00 BOOTS, \$1.99.** 700 pairs only Fall and Winter Boots, in tan, black and patent leathers, with cloth and leather tops; Goodyear, flexible McKay and hand-turned soles; English, French and American heel shapes; plenty of sizes in the lot. Regular \$3.00 to \$4.00. Wednesday \$1.99. No mail orders. **COSY BOUDOIR SLIPPERS FOR WOMEN, 75c.** Dainty and warm are these All-wool Felt Slippers, trimmed with satin ribbon interwoven around top, and little felt medallion on vamp; the soles are of soft leather, and are deeply padded; in black and good shades of brown, red and blue; sizes 3 to 7. Wednesday \$1.75.

December First
YOU realize of course, that this means twenty-one more shopping days. Be a "good fellow" and shop NOW and save wear and tear to your nervous system; incidentally doing the same thing for others.

LOOK DOWN THIS COLUMN FOR GIFT SUGGESTIONS.
Leather Suit Cases
Strong cowhide leather reinforced corners, umbrella straps, linen lining, inside straps and pockets. Size 24-inch, \$5.00; 26-inch, \$6.50.
Umbrellas
The best selection of Gift Umbrellas we have ever shown; handles of the newest design, metal and with sterling silver and heavy rolled gold; some are perfectly plain, bonized; covers of heavy, pure silk, and best quality of silk mixtures, \$2.00. Children's Umbrellas, heavy silk mixture, good handles; straight and crook styles for boys and girls... 1.00
Shopping Bags
ALL SIZES, ALL KINDS, ALL LEATHERS. A most complete bag display at many prices. Seal Grain Bag, leather lined, good size purse, riveted frame, strap handle. Regular \$2.50. Wednesday \$1.98.
\$10.00 Cameras for \$5.00
25 only Folding Cameras, for pictures 2 1/2 x 4 1/4; fitted with good lens, and shutter, giving time, bulb or instantaneous exposure; focusing scale for distances from 5 ft. to infinity, and brilliant reversible finder. No phone or mail orders. Half price \$5.00

LEAVE YOUR ORDER TODAY

The Last Opportunity to get off a Box to your Soldier with any certainty of his getting it before Christmas.
These Boxes are packed in London and forwarded direct to the trenches. See the various assortments at the centre staircase, Main Floor.

\$2 and \$3 Tea and Coffee Pots \$1.49
Very superior grade nickel-plated tea and coffee pots, unusual finish and design. 42 8-oup size, 12 8-oup size. Wednesday \$1.49.
\$3.95
Very superior grade nickel-plated tea and coffee pots, unusual finish and design. 42 8-oup size, 12 8-oup size. Wednesday \$1.49.
Coffee Pots. 42 8-oup size, 12 8-oup size. Wednesday \$1.49.
TEAPOTS. 24 8-oup size, 36 4-oup size, 72 4-oup size, 12 8-oup size. Regular \$2.00, \$2.50 and \$3.00. Wednesday \$1.49.
144 only Grey Enamelled Covered Roasters, size 12 x 8 inches; only one to a customer. Wednesday \$2.50.

Christmas Glass and China
CLOVER LEAF CHINA. Thin translucent bone china. Cups and Saucers, regular \$1.50 for 44. Cups and Saucers, Kermis shape, regular \$2.00 for 44. Tea Plates, regular \$1.50 for 44. Coffee Cups and Saucers, regular \$2.00 for 44. Cake Plates, Cream Jugs and Slip Bowls, regular \$1.50 for 44. English Brown and Black Teapots, 4, 5 or 6-oup sizes.
COTTAGE DINNER SETS. "St. Regis" Limoges China, \$24.50—Plain gold hand border, full gold handles, 25 pieces. "Milton" Border at \$2.85—English ware gold hand handles and edges. "Milton" Blue Band Border, \$4.85—British porcelain, quarter-inch cobalt blue band, double gold lines, 22 pieces.
8.30 a.m. Special Decorated Dinner, Breakfast, Soup, Tea and Bread and Butter Plates, good quality English porcelain. Wednesday, each \$1.50
CUT GLASS. \$3.50 Seven-inch Trumpet Vases, Royal design. \$4.00 Eight-inch Floral Cut Fruit Bowls, Sugar and Cream Sets, Star and floral outlines. Pair \$3.50
CUT GLASS TUMBLERS. Glass design \$1.00 for 12. Floral cut design \$1.25 for 12. \$1.50 for 12. \$2.00 for 12. \$2.50 for 12. \$3.00 for 12. \$3.50 for 12. \$4.00 for 12. \$4.50 for 12. \$5.00 for 12. \$5.50 for 12. \$6.00 for 12. \$6.50 for 12. \$7.00 for 12. \$7.50 for 12. \$8.00 for 12. \$8.50 for 12. \$9.00 for 12. \$9.50 for 12. \$10.00 for 12. \$10.50 for 12. \$11.00 for 12. \$11.50 for 12. \$12.00 for 12. \$12.50 for 12. \$13.00 for 12. \$13.50 for 12. \$14.00 for 12. \$14.50 for 12. \$15.00 for 12. \$15.50 for 12. \$16.00 for 12. \$16.50 for 12. \$17.00 for 12. \$17.50 for 12. \$18.00 for 12. \$18.50 for 12. \$19.00 for 12. \$19.50 for 12. \$20.00 for 12. \$20.50 for 12. \$21.00 for 12. \$21.50 for 12. \$22.00 for 12. \$22.50 for 12. \$23.00 for 12. \$23.50 for 12. \$24.00 for 12. \$24.50 for 12. \$25.00 for 12. \$25.50 for 12. \$26.00 for 12. \$26.50 for 12. \$27.00 for 12. \$27.50 for 12. \$28.00 for 12. \$28.50 for 12. \$29.00 for 12. \$29.50 for 12. \$30.00 for 12. \$30.50 for 12. \$31.00 for 12. \$31.50 for 12. \$32.00 for 12. \$32.50 for 12. \$33.00 for 12. \$33.50 for 12. \$34.00 for 12. \$34.50 for 12. \$35.00 for 12. \$35.50 for 12. \$36.00 for 12. \$36.50 for 12. \$37.00 for 12. \$37.50 for 12. \$38.00 for 12. \$38.50 for 12. \$39.00 for 12. \$39.50 for 12. \$40.00 for 12. \$40.50 for 12. \$41.00 for 12. \$41.50 for 12. \$42.00 for 12. \$42.50 for 12. \$43.00 for 12. \$43.50 for 12. \$44.00 for 12. \$44.50 for 12. \$45.00 for 12. \$45.50 for 12. \$46.00 for 12. \$46.50 for 12. \$47.00 for 12. \$47.50 for 12. \$48.00 for 12. \$48.50 for 12. \$49.00 for 12. \$49.50 for 12. \$50.00 for 12. \$50.50 for 12. \$51.00 for 12. \$51.50 for 12. \$52.00 for 12. \$52.50 for 12. \$53.00 for 12. \$53.50 for 12. \$54.00 for 12. \$54.50 for 12. \$55.00 for 12. \$55.50 for 12. \$56.00 for 12. \$56.50 for 12. \$57.00 for 12. \$57.50 for 12. \$58.00 for 12. \$58.50 for 12. \$59.00 for 12. \$59.50 for 12. \$60.00 for 12. \$60.50 for 12. \$61.00 for 12. \$61.50 for 12. \$62.00 for 12. \$62.50 for 12. \$63.00 for 12. \$63.50 for 12. \$64.00 for 12. \$64.50 for 12. \$65.00 for 12. \$65.50 for 12. \$66.00 for 12. \$66.50 for 12. \$67.00 for 12. \$67.50 for 12. \$68.00 for 12. \$68.50 for 12. \$69.00 for 12. \$69.50 for 12. \$70.00 for 12. \$70.50 for 12. \$71.00 for 12. \$71.50 for 12. \$72.00 for 12. \$72.50 for 12. \$73.00 for 12. \$73.50 for 12. \$74.00 for 12. \$74.50 for 12. \$75.00 for 12. \$75.50 for 12. \$76.00 for 12. \$76.50 for 12. \$77.00 for 12. \$77.50 for 12. \$78.00 for 12. \$78.50 for 12. \$79.00 for 12. \$79.50 for 12. \$80.00 for 12. \$80.50 for 12. \$81.00 for 12. \$81.50 for 12. \$82.00 for 12. \$82.50 for 12. \$83.00 for 12. \$83.50 for 12. \$84.00 for 12. \$84.50 for 12. \$85.00 for 12. \$85.50 for 12. \$86.00 for 12. \$86.50 for 12. \$87.00 for 12. \$87.50 for 12. \$88.00 for 12. \$88.50 for 12. \$89.00 for 12. \$89.50 for 12. \$90.00 for 12. \$90.50 for 12. \$91.00 for 12. \$91.50 for 12. \$92.00 for 12. \$92.50 for 12. \$93.00 for 12. \$93.50 for 12. \$94.00 for 12. \$94.50 for 12. \$95.00 for 12. \$95.50 for 12. \$96.00 for 12. \$96.50 for 12. \$97.00 for 12. \$97.50 for 12. \$98.00 for 12. \$98.50 for 12. \$99.00 for 12. \$99.50 for 12. \$100.00 for 12.

Jewelry
10k Gold Cuff Links—Beautiful satin finish, any monogram hand engraved free, each pair in a fine plush case. Regular \$4.00. Wednesday \$3.29.
14k Gold Band Bracelets—Dainty hand-engraved, floral and leaf designs; spray, leaf, treble, oval, star and other patterns; each necklace has 14k gold chain attached; one design has 84 real luxurious pearls in dainty settings, each in a plush case. Regular \$14.50, \$15.00, \$16.00, \$18.00 and \$20.00. Wednesday \$9.50.
Electric Table Lamps
A wonderful assortment of the latest designs. \$2.25 to \$45.00. 5th Floor—Electrical Department.
Silverware at \$1
Medium Size Casseroles, with neoprene lining and cover, crown shade, round design, in silver-plated frame. Regular \$2.50. Wednesday \$1.00.
Casseroles Pie Plates, crown fireproof ware, in silver-plated frame. Regular \$2.00. Wednesday \$1.00.
12-piece Table Set, including six each silver-plated knives and forks, dessert or medium size. Regular \$1.65 and \$1.75 set. Wednesday \$1.00

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