

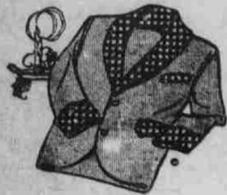
OH Yea--Collegienes, is it easy to shop here?--oh--don't ask such a foolish question--you know it is.

Ben Simon & Sons

FORMERLY ARMSTRONGS

YOU'LL find at Simon's-- prompt, efficient and courteous service--offered by university men and women who know and appreciate the preferences of college people.

A SMOKING JACKET



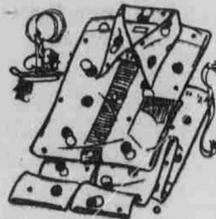
Will light up his face like a lamp--for he will think of long evenings of study when its cheerful warmth will keep him comfortable.

\$7.50 up



FANCY PAJAMAS

As cheerful and as gay as a day in June--of silk--madras percale--in smart color, fast, modernistic patterns and stripes.



\$3.50 up

SMART NECKWEAR

In the neat all over patterns and cluster stripes that well dressed university men are demanding.

\$1.50 up



COMFY SLIPPERS

To rest tired and weary feet after a tough day at the office, at a Kabaret Kosmet or on the drill field.



\$5 up

SHIRTS

What could be nicer than a gift of a swanky collar-to-match shirt--yea yea--TWO is the answer--priced

\$2.50 up



Sssh! This is very very confidential

IN FACT--we really wanted to put this in the "personals" column--but Mr. Rag, or whatever his name is, just refused point blank and put his foot down and everything--so you see our position--yes, we even remarked something like, "How embarrassing," but even then he just glowered and we beat a hasty exit as tho we weren't paying \$11.50 an inch to try and tell you--what we're going to--that is after we get thru chewing the rag.

SO

Despite the fact that the Rag's Business Manager wants to see you go nuts--insane--crazy, we want you to know that it IS NO LONGER NECESSARY TO SOAK YOUR LEFT EAR IN WARM MILK IN ORDER TO KNOW WHAT TO GIVE WHO FOR XMAS--NO SIR.

all you gotta do is to come in to

SIMON'S where you'll find literally hundreds of appropriate gifts

Here's a coupla good ideas to think about

For "Him," Your Roomie, Dad, Brother Bill or Uncle Pete

For "Her," Your Roomie, Mother, Sister Kate, Aunt Lucy

- | | | | |
|-------------|----------------|------------------|-------------------|
| LOUNGE ROBE | LIGHTERS | M'COLLUM HOSIERY | COMPACTS |
| SLIPPERS | TRAVEL KITS | LINGERIE | GLOVES |
| SHIRTS | GLADSTONE BAGS | HAND BAGS | HANDKERCHIEFS |
| NECKWEAR | HANDKERCHIEFS | COSTUME JEWELRY | SCARFS |
| WALLETS | PAJAMAS | LIGHTER SETS | BOUDOIR NOVELTIES |

LOUNGING ROBES

The most luxurious and tasteful of all gifts--Beautiful Robes of flannel--brocaded silk and satin--trimmed in silk.



\$15 up

CIGARETTE CASES

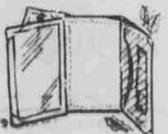
In the newer leathers--Pigskin, Calf, Ostrich, Reptile, in the shapes that are handiest.



\$2 up

BILL FOLDS

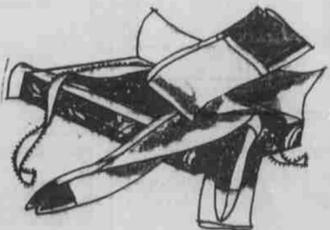
A gift that's always acceptable and appreciated--the newer shapes and leathers.



\$1 up

GIFT HOSIERY

A gift that is sure to thrill her--and who wouldn't be when receiving a box of



McCallum

SHEER CHIFFONS

Every new shade for every occasion--attractively boxed.

\$2 \$2.95 \$3.75

FIRST FLOOR

FIRST FLOOR

APPROPRIATE GIFTS FOR THEIR MAJESTIES... The UNIVERSITY MAN AND MAID