



A Picture Story For Spring!



Little Coats Big Flare!



Navy is In—and it's big news!



For "Slack-Time" ... Visit Simon's Sports Shop!



Boleros are News in Spring Dresses!



Checks Check in for Spring!



Bunny Bounty ... gift ideas at Simon's!



Cottons are up to new tricks ... see the dress-up styles at Simon's.



Suits are Simon's Long-Suit! They make good partners!



Weather—Vain? Then see Simon's new raincoats on the fourth floor!

BEN SIMON & SONS