

# Fellows

"You can put this  
down in your pipe  
and smoke it" -

## SIMONS' New Store

"Is the place to shop!"



It Gives Ben Simon & Sons  
great pleasure to invite you  
to the Formal Opening of  
their new store, Monday  
evening, April 17<sup>th</sup>.

"It's the Store of Tomorrow for the Fellows of Today!"

MUSIC BY BECK-JUNGBLUTH ORCHESTRA

**Appreciation Certificate**

IN APPRECIATION OF PURCHASES MADE IN DEPARTMENTS BELOW

Pay To The Order Of John Jones Date \_\_\_\_\_ \$ 1.00

One and 00/100 Dollars

Redeemable on New Purchase of Merchandise Only. **Ben Simon & Sons**

Bought for Cash or on Charge Account. By \_\_\_\_\_

Must Be Redeemed Before June 1, 1939.

TOTAL \_\_\_\_\_

In the Amount of 10% of Your Purchase!

"and about this  
'appreciation certificate:'"

Ben Simon & Sons appreciate the patronage of you college fellows . . . accept with our compliments this merchandise certificate, distributed in the amount of 10% on each charge or cash purchase; redeemable in merchandise any time before June 1, 1939.

- \$1 Purchase Gives You a 10c Certificate
- \$5 Purchase Gives You a 50c Certificate
- \$50 Purchase Gives You a \$5 Certificate

Given with all purchases in all departments.

Redeemable on any merchandise in the store.

**Ben Simon & Sons**