

BEN SIMON & SONS

Our Forty-first Year!

Our College Board Has Been Deputized By Mr. Santa Himself, To Make Christmas Shopping Merrier For You!



Old St. Nick is on the beam—and so is our College board—with wonderful gift suggestions for everyone on your list!

Ken Younger . . . wool sweaters . . . \$5 to \$10
Al Busch . . . wool robes . . . 10.95 and up
Art Jetter . . . McGregor and Hyde
 sport shirts . . . \$5 to 12.50
Jim Pettis . . . Fine ties . . . \$1 to \$5
Chick Story . . . Swank Jewelry,
 key chains . . . \$1 to \$5*
Jim McKelvy . . . leather gloves . . \$4 to 8.50

Men's Furnishings, First Floor

Frannie Leik . . Botany slacks 13.50 to \$15
Bob Schleiger . . Plastic Tufide case 23.50*

Men's Clothing, Second Floor

Dick Stone . . . wool mufflers . . . \$1 and up

Bernie Schmidt . . . bill folds . . \$1 & 1.75*

Boys' Store, Third Floor

Lee Chapin . . . Hickok leather belts . . . \$1

Dick Folda . . . Flannel & wool
plaid shirts . . . 7.70 and up

Keve Kirshenbaum . . . Stratajac all-
weather insulated jackets . . . 16.95

Basement

And that ain't all folks! (isn't that is)
. . . These fellows are ready with
scores of suggestions for the gals, too.

*Plus tax

