

BEN SIMON & SONS OUR FORTY-THIRD YEAR!

Simon's invite

College Freshmen to View *College Decreed Fashions*



LEE CHAPIN . . . Head of Simon's Men's College Board

Simon's, always tops in men's clothing, offer greater selections than ever this year . . . boasting such names as HART, SCHAFFNER & MARX, HICKEY FREEMAN, EAGLE and many others! For formal wear, our selection of tuxedos and accessories is rated among the best . . . and our sportswear with such names as MCGREGOR, JANTZEN, etc., features campus-right sweaters, sport shirts and jackets. **You will always find the newest in college apparel at Simon's!**



NANCY GLYNN . . Head of Simon's Women's College Board

Our canny buyers have gone all-out to provide Nebraska coeds with the smartest of the season's fashions—with emphasis on the new back-interest detail and exciting silhouettes beautifully interpreted in fine fabrics and Autumn's dramatic shades. **Exciting fashions, new as tomorrow, yet individual as a fingerprint!** You're invited to come in, shop around, and meet our college board.

**YOUNG TOWNER'S SHOP
FOURTH FLOOR**

Consult these Magazines as a Guide to Simon's Fashions—

For Women: VOGUE, MADEMOISELLE, JUNIOR BAZAAR, HARPER'S BAZAAR, CHARM & GLAMOUR

For Men: TRUE, ESQUIRE, COLLIERS, PIC