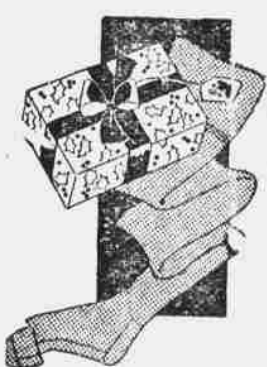


**YULETIDE GREETINGS**



# Simon's Great Festival of values for the month of DECEMBER

Now on—trade with us and save—new things arriving daily. New seasonable merchandise at low prices are yours. We want to make this month a record breaker by giving our customers values that will please and we will appreciate it if you will come to see us.



Plenty of Ladies' **Hose**  
Pure Silk Full Fashioned  
**49c**

All sizes  
Buy our "VIVANIT," the wonder hose of the market. You must see them to appreciate them.

All New Shades and Sizes **79c**  
BOXED FOR CHRISTMAS



SEE OUR LADIES' **Under Things**  
Make Fine Christmas Gifts  
**25c 39c 49c**

And some better

**Ladies' Wash Dresses**  
Originally sold for \$1.45. Now—  
**\$1.19**

Large Assortment of Men's **Lumber Jackets**  
SPECIAL

\$3.95 now **\$2.95**  
\$2.95 now **\$2.39**  
\$1.95 now **\$1.69**

**Men's Hats and Caps**  
Plenty of Them!  
**\$1.39 Up**  
All Sizes and Colors

MAKE SIMON'S  
YOUR CHRISTMAS  
PLACE TO SHOP

## Ladies' Ready-to-Wear



At a Special Price  
YOU MUST SEE OUR PRICES TO BE CONVINCED  
**Group No. 1**  
All \$3.95 Dresses

**Now \$2.88**

**Group No. 2**  
All \$4.95 and \$5.95 Dresses

**Now \$3.88**

**All Coats Greatly Reduced**  
FOR DECEMBER'S GREAT FESTIVAL

\$16.75 Coats NOW <b>\$13.88</b>	\$10.75 Coats NOW <b>\$8.88</b>
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**Men! Make "Simons" Your Store**

Large and Complete Line of Men's and Boys' Suits, Overcoats, Shoes, Shirts, Underwear At Very Special Prices This Month  
SUITS OF EVERY COLOR, STYLE AND MATERIAL

Specially Priced For Our December Festival For More Business

D.B.-S.B. Models and Belt Backs  
**\$12.50**  
**\$14.95**  
**\$15.95**



## SHOES FOR THE ENTIRE FAMILY



Big Assortment of Men's Dress and Work Shoes  
CHILDREN'S SHOES .98c  
BOYS' SHOES \$1.59  
**\$1.89 \$1.69**  
**\$2.89 \$3.49**

Plenty of Ladies' Shoes for your Selection



**\$1.69 \$1.89**  
**\$2.69 \$3.69**

**SIMON'S**

Store of Values ~ HERTFORD, N. C.

## Boys' 3-Piece SUITS

**\$5.45**

Boys' Sweaters and Lumber Jacks



**95c \$1.89 \$2.69**  
CAPS 48c

Large Assortment Christmas **TIES**

**25c 49c 98c**



Christmas Box Free With Every Tie

**PLENTY OF MEN'S DRESS SHIRTS**

**59c 98c \$1.39**

Get Yours Now

Men's Heavy Covert **WORK SHIRT**

Special **69c**

Men's Heavy Unions **79c**

Very Large Assortment of Men's Dress and Work

**Pants**

Extra Special Price In December

\$3.95 Pants **\$3.45**  
\$2.95 Pants **\$2.39**  
\$1.95 Pants **\$1.69**  
\$1.69 Pants **\$1.39**

Many Items Not Mentioned In This Circular Call For It, Please!

TRADE HERE... GET MORE FOR YOUR MONEY

**YULETIDE GREETINGS**