

Ben Simon & Sons

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FRIDAY and SATURDAY ONLY
Store Hours Friday: 9 a. m. to 6 p. m.
Store Hours Saturday: 9 a. m. to 9 p. m.

2 BIG

FRIDAY and SATURDAY ONLY
Mail Orders Filled—Parcel Post Paid
—Use Your Charge Account

SIMON DAYS SALE

FRIDAY ONLY SIMON DAYS

Here's a Record Breaker—Friday

JUST 50 MEN'S Suits

These Suits All Worth \$22.50

\$14.75

Values like these will draw the crowds. You can't resist buying one when you see them. No, never in our history did we offer such a special. Remember, just 50 of them for Friday only.

FRIDAY ONLY SIMON DAYS

25 TOPCOATS

Here's another tremendous bargain for Friday only. New Spring topcoats in tweeds and soft wools, belted and plain models. It's a rare opportunity—be here early Friday. \$12.75

Simon Days Bring You NEW SPRING AND SUMMER

Men's Suits

Save From \$7 to \$11 on Any Suit

TWO GROUPS

\$17.75 - \$23.75

It's the unusual—but Simon Days bring you unusual values. For two days you will save from \$7.00 to \$11.00 on any of these suits. All the new patterns, colors and fabrics and all with the Simon guarantee of satisfactory wear.

FRIDAY ONLY SIMON DAYS

Child's Play Suits Children's Sleepers

Hickory, steel stripe and plain blue play suits, ages 2 to 8 years, \$1 values for Friday at 50c. Fast color, fancy pattern broadcloth sleepers, ages 4 to 10 years, \$1.00 values for Friday only at 69c.



Simon Day Special

Long Pant Suits

Ages 14 to 20

Smart new models in tweeds, casimeres and chevrons in fancy patterns and plain blues and oxfords. Half belts and plain backs. \$11.95

Tom Sawyer Wash Suits

Fast color broadcloth, mull and linen suits, all styles and colors. Ages 2 to 9 years and values to \$2.50. \$1

Boys' Leather Belts

Best styles and plain black, grey and white. \$29c

Tom Sawyer Shirts

A big value for they are fine broadcloth and woven madras shirts in sizes 11 to 14 1/2 neck. 79c

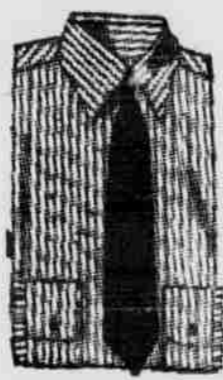
Boys' Sweaters

Boys' sweaters in sleeve and sleeveless styles, plain and fancy patterns. Sizes 12 to 16. \$1.00

Wash Long Pants

Fast color, pre-shrunk, all new patterns, sizes 26 to 31 waist and regular \$1.49. \$1.49

A Two Day Sale That Will Save Thousands of Dollars to Buyers on Brand New Seasonable and Staple Merchandise. Friday Only Bargains Will Be Withdrawn From Sale Friday Night.



Men's \$2.50 Customized SHIRTS

\$1.49

Clipped figure broadcloths and madras and new striped patterns. Fine count white broadcloth with self figure. Twelve customized features—all worth \$2.50 and more.

Choice of All NECKWEAR Regular \$1 and \$1.50 SPORT BELTS Nothing Reserved

All 75c Ties . . 49c
All \$1.00 Ties . . 74c
All \$1.50 Ties . . 99c
Full leather sport belts in all white, black and white and tan and white. All sizes. A most unusual buy. 49c

FRIDAY ONLY SIMON DAYS

Regular \$1.75 White Shirts

98c

310 regular \$1.75 white Clermont collar attached broadcloth shirts. All guaranteed pre-shrunk. Only for Friday.

MEN'S NEW RENSELLO

Pajamas

Don't Miss These at

\$1.49



Higher priced values offered specially for Simon Days. Guaranteed color fast, well tailored, all the newest pajama patterns in coat and slip-over styles.

Interwoven and Phoenix Hose

Brand new Spring and Summer hose in figure and clock effects. Sizes 10 3 Pair \$1 to 12. These are real bargains.

Men's 50c Athletic Shorts

Our regular stock of 50c shorts that are full cut, have balloon seats, elastic back style, sizes 30 to 42. 3 for \$1

PHENOMENAL SIMON DAYS SPECIAL

Sport Oxfords

(FOR MEN)

Sacrificed for This Sale

\$2.95



All of the new sport oxford styles included in this sale. All white, black and white, tan and white and two-toned tans. Many styles—all sizes. FIRST FLOOR.

FRIDAY ONLY SIMON DAYS

Men's \$2.95 All Wool Sweaters

Just for Friday these 72 fine all wool sweaters. A few neck in blue, grey, black, tan and a few whites. \$1.89

Words Fail to Describe These Ravishingly New

SUMMER Hats

On Sale At

\$2



Swagger felt hats, panamas for spectator sports, cartwheels with flowers on brim, horsehairs, fabric straws and dashing white turbans. Expertly designed, brand new summer hats, murderously underpriced.

FRIDAY ONLY SIMON DAYS

76 Regular \$1.50 Silk Slips

79c

Compare the silks, the laces, the styling—then you'll appreciate what grand buys they are at 79c. Bodice and California top—adjustable straps. Also several silk crepe chemises and sweaters—just one day—Friday.

FIRST FLOOR.

VALUES YOU CAN'T PASS UP

Lovely, New Spring and Summer

Shoes

Specially Selected and Priced for Simon Days

\$3.45



WHITES
BLUES
GREYS
BROWNS
BLACKS

Beauty! Style! Variety! A remarkable array of smart footwear—new leathers, novel trimmings, fancy stitchings. Don't delay choosing.

Simon Days Present Another Opportunity to Buy Lovely Ingrain

HOSIERY

\$1.65 and \$1.95 Hose

Slight irregularities of our customary make in \$1.65 and \$1.95 ingrain stockings. Good colors. Quantity very limited. Three pair \$2.60. 89c

Women's Fabric Gloves

Regular \$1.00 to \$1.95 pique, net and fancy weave pull-on and cuff patterned gloves. White, eggshell and grey. 59c



FRIDAY ONLY SIMON DAYS

Full Fashioned Pure Silk Hose

59c

Substandards of dip-dye hose that retail at \$1.00 and \$1.15. Choice of lovely spring colors. You can scarcely find the slight irregularities.

FINE QUALITY Dresses

Two Marvelous Price Groups Values to \$25 Values to \$35

\$12 \$18

In this sale are the "cream of fine fashions"—exclusive swagger and jacket types—in sheers, unusual prints and quality crepes. Just the dress you want at many dollars less than you expected to pay.



A Most Important Coat Sale

Such Values Insure Eager Response Friday and Saturday

Coats Worth to \$19.75

\$13.75



Tailored coats and dressy coats with the newest trims—they are the kind of coats you have been seeing at twice the price—beautifully styled, quality fabrics, the season's best colors.

FRIDAY ONLY SIMON DAYS

75 NELLY DON Dresses

75 regular \$1.95 and \$2.95 Nelly Don dresses. They are all new numbers on which we are not able to reorder. Friday only. \$1.49

Simon Days Offering of New

Dresses

They Were Made to Sell at \$7.95 and \$10

2 FOR \$13

ONE FOR \$6.95

You've got a thrill coming—the biggest one this Spring. Light ground prints, polka dots, pastels, washables—sheers with swagger coat—Sunday night jacket dresses—unbelievable values. Sizes 12 to 44.

Simon Days Specially Feature Misses

Suits

A startling sale of luxurious tweeds that were made to sell at \$19.75.

\$11.90

Be here when the door opens Friday at 9:00 a. m. Staunch sinewy tweeds in gay clan colors and soft heather shades. All silk lined. Value record breakers at \$11.90. Sizes 12 to 20.

Mail Orders Filled Promptly Parcel Post Paid

SIMON'S ECONOMY BASEMENT

No Phone Orders for Specials On Sale Friday Only

Seersucker Pants

99c

1,800 pairs of men's fine quality seersucker pants in an extra special for Simon Days. Nicely tailored, perfect fitting pants in grey and blue striped seersucker. Sizes 32 to 38. Buy your summer pants now.

Men's Pajamas

Pajamas at less than the price of the material. All new styles in coat and slip-overs. Fast color broadcloth, plain colors and fancy. 88c

Men's Dress Sox

Fine catenese hose in light, medium and dark shades. Reinforced heel and toe and double soles. Regular \$1.00 and \$1.50. 39c

Men's Felt Hats

\$7 men's felt hats priced for Simon Days at \$1.00. Wonderfully good quality hats that are one and two seasons old. \$1.00

Men's Ties

A large group of hand tailored silk ties in the best of new patterns. Slight seconds of regular \$1.00 and \$1.50. 39c

Men's Unionsuits

Summer union suits of fine combed cotton yarn in white and ecru. Short sleeve suspenders in narrow and medium widths. Regular \$1.00 union suits in sizes 34 to 45. 79c

Men's Suspenders

These are broken lots of regular \$1.00 quality fancy suspenders in narrow and medium widths. Regular and extra length. 47c

Men's Ties

Big value for Simon Days. Silk ties and wash ties in light and medium shades. Patterns are not so good, but oh boy, they are only 10c. 10c

Rayon Gym Shirts

Run-proof rayon gym shirts in white, pink, flesh and blue. Shirts that are made to sell at 39c. Sizes 34 to 44. 23c

Men's Pajamas

Without a doubt the biggest pajama bargain you'll find anywhere. \$1.95 and \$2.50 pajamas in coat and pullover styles, contrastingly trimmed. \$1.29

Men's Oxfords

For Simon Days, 540 pair of regular \$3.95 to \$5.00 oxfords in black, brown and tan calfskins in all sizes and all widths. \$2.95

Men's 'Kerchiefs

Sheer white cambric handkerchiefs that are full size and nicely hemmed. Regular 10c handkerchiefs priced at only 5c for Simon Days. 5c

Table of Odd Mdse.

Shirts, gym shirts, shorts, belts, suspenders, caps, little boys overalls, etc., that have become soiled and mused. 17c

Men's Dress Shirts

88c

1,800 fine quality broadcloth, woven and printed madras shirts in this sale. Plain colors, whites and new fancy patterns. Collar attached style in shirts made to sell at \$1.65 to \$1.95. Genuine bargains for Simon Days.