

Sensationally Low Prices Bring You Big Savings Friday and Saturday

Ben Simon & Sons Birthday Sale

A Clothing Sale The Equal of Which Has Seldom Been Seen In Lincoln

1000 Spring Suits TO CHOOSE FROM



Men's Suits

All Sizes and a Variety of Models SUITS THAT SOLD TO \$25

\$15⁷⁵

These are broken lots; but every suit is a real value and we are sure you will find just what you want at this price.

A Small Charge For Alterations On This Group.

Suit values so sensational you'll wonder How we can offer them even for 2 days

Spring Suits

FROM OUR PARTICULAR MAKERS FROM OUR SELECTED FABRICS FROM OUR \$30 and \$35 SUITS

\$23⁷⁵

Please understand—this is not a broken lot—you'll find it an unusual presentation of fresh, new Spring suits. Single or double breasted, sports or plain models. You'll find Twists, Worsteds, Shetlands, Twills, Flannels, Tweeds and Chevots. You'll find many of those guaranteed all-wool suits for which Hart Schaffner & Marx are famous.

79 - New Spring Top Coats

You'll find wrap coats, polo styles, single and double breasted coats, half belts in fleeces, twists, tweeds and smooth-finish fabrics. Regular values to \$25.00.

\$17⁷⁵

Values to \$25 In

Spring Prep Suits

These are marvelous Prep Suit values. Among them are many of Hart Schaffner & Marx finest prep suits, in worsteds, twills and flannels, both plain colors and fancy patterns in single and double breasted plain back models. These suits have not sold and we are sacrificing them in this Birthday Sale at \$12.98. The sizes are 33 to 38.

\$12⁹⁸

Boys' Long Pant Suits

Values to \$16.50 - Ages 12 to 20 A wonderful value in boys long pants suits that are made of wool cassimeres and chevots in fancy and plain patterns. A real Birthday Special at \$9.85

\$9⁸⁵

\$22⁵⁰ Young Men's Top Coats \$14⁸⁵ Sizes 33 to 38.

WASH LONG PANTS All the new patterns in tan and black stripes and must also white ducks. Pre-shrunk fabric in long pants for boys age 8 to 14 \$1⁰⁰

TOM SAWYER SHIRTS The best boys shirt made in 7 1/2 and 8 1/2 size, with guaranteed fast color fabric. Fancy patterns and plain white. values to \$1.50 78^c

WOOL LONG PANTS Fancy tweeds, oxford greys and blue chevots. Pleated and plain models with or without slipper. Ages 10 to 14 years \$2⁹⁵

BOYS' ANKLETS Good serviceable anklets in plain colors and fancy patterns that are fast color. Sizes 6 1/2 to 10 19^c



WHITE FELTS WHITE LINENS WHITE CREPPES WHITE STRAWS



Don't Miss This Sale of White Hats

\$1⁷⁹

It's a thrilling sale, for every hat is brand new and alive as the new summer itself. One look and you will agree that you made no mistake in coming to this sale. Brims, Bignons, Turbans, Off-the-Face. Also pastels in Crepes, Straws and Felts.

Compare the Values in this Outstanding Birthday Sale!



Special on Stunning New Summer Shoes

\$3³⁵

WHITE BROWN AND WHITE BLUE AND WHITE KID BUCK PALM BEACH AND OTHERS

- Men's Pajamas \$1²⁹ All new \$1.95 and \$2.50 summer pajamas. All styles, smart patterns and color combinations
- Men's Shirts \$1²⁹ Regular \$1.65 and \$1.95 collar attached shirts in the new patterns, also plain white and white on white.
- 50c Shorts or Shirts 33^c Fine combed yarn white rib athletic shirts and broad-cloth shorts with balloon seat, side tie and elastic back style. Most unusual values
- 35c Linen Hdkfs. 4 for 99^c Guaranteed fine count pure linen, hemstitched edge handkerchiefs that are full size
- Regular \$1.00 Ties 49^c New summer neckwear, brand new patterns in white, pastels and dark grounds. All hand made
- 35c & 50c Fancy Hose 27^c New Spring and Summer fancy hose, slight irregularity, in light and medium shades. All new patterns. Also anklets with Laster tops
- \$1 & \$1.50 Sport Belts 49^c Genuine cowhide leathers in plain white, black and white and tan and white. The season's smartest belts

You know you'll get bargains when we say!

CHOICE OF ENTIRE STOCK OF

Spring Suits

Sizes 12 to 44 1/2 PRICE

\$16.50 to \$39.50 Suits at \$8.25 to \$19.75

For This Sale! ALL

Spring Coats

Values to \$39.50

TWO GROUPS

\$13⁹⁰ \$21⁹⁰

325 Glorious Dresses

Friday is your opportunity to get one of our finest dresses at a fraction of its value. We have taken 325 dresses from our regular stock, including values to \$49.50 and reduced them for this sale. Many are recent arrivals from Arthur Weiss, Studio Frocks and Carolyn Modes. In fact all the late fashion "hits" are in this lot.

\$9⁷⁹ \$14⁷⁹ \$24⁷⁹

165 Wash Silk Dresses

These are our regular stock dresses and would ordinarily sell at \$10.95. Plain colors, checks, stripes, including Honeycombs, Thistlecord, Peephole and Confetti, also all pastel colors and white.

\$6⁶⁵

Friday... 33 Silk Dresses

Values Away Up To \$10.95

Tailored dresses suitable for office or school, and what values they are at

\$4⁷⁹

Sale of Hand Knit Sweaters

Choice of all our hand knit blouses and sweaters. These are the loose, open knit kind and they are good for all summer. Regular \$3.95, \$4.95 and \$5.95 blouses and sweaters.

\$2⁶⁹ - \$3⁸⁹

Birthday Sale of Gabillas Colognes

Floral Colognes in Sweet Pea, Gardenia, Violet, Lilac and Jasmine odors.

\$1⁵⁰ Size 89^c

Silk Blouses

32 silk blouses that sell regularly up to \$8.95. Stripes, prints and plain colors. All new within the last three weeks.

\$2¹⁹

\$2⁵⁰ Size \$1⁴⁹

Beautifully Boxed Bottles

Women's Imported Kid Gloves

A clearance of fine imported \$2.95 and \$3.95 kid gloves, including six-button blacks, pigee stitched and one-button, hand-sewn whites.

\$1⁸⁹



Women's Silk Underwear

Two groups of lovely silk underwear in this sale. Gowns, Dancettes, Pajamas and Panties that sold to \$3.98, including some Vanity Fair.

79^c and \$1⁵⁹

Pure Silk "Trezur" Chiffon Hose

59^c 3 Pairs \$1⁷⁵

Irregulars of \$1.00 Hose

An excellent wearing chiffon hose. Finest selected pure silk throughout. Heavily reinforced all silk heel with a heel. All silk sole and double toe.



"Trezur" Knee Hite 64^c

Birthday Sale of 169 Pair Men's Summer Shoes



Men's white Nubuck and Bucko summer shoes, also black and white and tan and white sport shoes in wing-tip, straight tip and plain toe styles. Our regular \$5 and \$6 values, all sizes and all widths.

\$3³⁹

SIMON'S ECONOMY BASEMENT

MEN'S SHIRTS

A large assortment of better grade shirts, consisting of broken lots and salesman's samples and few that are slightly soiled. Sizes 14 to 17. 44^c Friday and Saturday, only

MEN'S WORK SHIRTS

Heavy weight blue and grey denim work shirts that are full cut, perfect fitting and shirts that were made to sell at 79c. Sale price 49^c

MEN'S FELT HATS

These are short lots of regular \$3.00 to \$5.00 felt hats in new spring shades and colors, some of all sizes. Priced at only, each. \$1.50

MEN'S OXFORDS

For this sale we have selected 106 pair of regular \$2.95, \$4.00 and \$5.00 oxfords in sizes 6 to 8 only. Plain black and brown and some sport shoes, pair \$2.00

MEN'S WOOL PANTS

Short lots of regular \$3.95 flannels and dark cassimeres, also some corduroys and slacks. Some of all sizes, 28 to 42 waist each \$1.89

MEN'S FANCY SOX

A large assortment of colors and patterns in regular \$1.00, \$1.25 and \$2.00 hose. Sizes 10 to 12 12^c

MEN'S TIES

Silk ties and wash ties, light and medium shades, stripes and figures and mostly 3 1/2 tie. Friday and Saturday, only 10^c

Brushed SWEATERS

Regular \$1.95 and \$2.45 brushed sweaters in slip-on or coat styles. Sizes 34 to 38 only and all made with Union Patterners \$1.29

MEN'S PAJAMAS

Short lots and slight seconds of regular \$1.50 and \$1.95 pajamas in summer colors and styles. Sizes A to D 88^c

MEN'S DRESS SHIRTS

White and fancy patterned shirts in a good quality of broadcloth. Discounted patterns and short lots of a manufacturer's \$1.25, \$1.50 and \$1.95 shirts. Sizes 13 1/2 to 17 1/2 88^c

Men's Summer CAPS

Plain white duck, shepherd check and mesh caps with full leather sweatbands and ventilated tops. Regular 35c and 50c caps 25^c

TABLE OF ODD MDSE.

On this table you will find men's gym shirts, slacks, shirts, union suits, white caps, belts and boys' sueded cloth vests and boys' rayon gym shirts, etc., priced at 15^c