

# A Page of Items Literally Bursting with Value News

190 Fine Felt Hats



10—\$15 Hats  
55—\$10 Hats \$**3.95**  
24—\$7.50 Hats  
101—\$5 Hats

Our Regular Stock  
All Sizes, Shapes, Colors

104 Pair

\$5.85 and \$6.85 Shoes

Regular stock oxfords in black, brown and gray, calfskin and suede with solid leather or crepe rubber soles. High fashions as well as the most conservative styles.

FIRST FLOOR.

# Ben Simon & Sons

## 32<sup>nd</sup> Anniversary Sale

Dramatically Priced at Anniversary Savings

Glorious, Glamorous, New

### Millinery

Two Groups

High Style \$3 Hats

New felt hats in off-face, turbans, bonnets and brims. Black, brown, navy, wine, green and rust. Head sizes 21 1/2 to 24.

\$1

Mostly \$5 Hats and Better

You'll surely rave over these glamorous new fur felt, suede and suede velour hats. Paris inspired hats that accent glamour and opulence. Every one a millinery gem. Black and colors.



It's Big News When Lincoln's Most Popular Men's Store Offers Such a Sale



## 453 Suits-O'coats Topcoats

Anniversary Sale Price

**\$21**

Here You Have the Certainty of Big Savings Plus the Satisfaction of Much Finer Quality

\$21.00 for Suits, Overcoats and Topcoats like these is indeed very exceptional. Every piece of fabric, every detail of tailoring, every line of styling bears it out. The majority of the suits are long-wearing, hard-finished worsted and twills in browns, blues, greys, invisible checks and stripes, novelty patterns. Sizes 35 to 50 in regulars, shorts, longs and stouts.

The Overcoats and Topcoats are in full belted models, Balmaccan, half-belt and fitted double-breasted models. Oxford greys, medium greys, browns and fancy mixtures. Sizes 36 to 50.

Men's 35c Monogram Handkerchiefs **25c**

\$2-\$2.50 Enro White Shirts **\$1.59**

Men's \$2-\$2.50 Pajamas **\$1.59**

Men's \$5-\$6 Silk Pajamas **\$3.49**

\$8-\$13.50 Suede Jackets **\$6.89**

\$1.50-\$2 Wool, Silk Scarfs **99c**

Men's \$6.95 Wool Robes **\$4.95**

Men's \$8.95 and \$10.95 Wool Robes **\$6.95**

Men's \$2.50 Tuxedo Shirts **\$1.89**

\$1.00 Tuxedo Bow Ties **49c**

Fitted Traveling Cases **1/2**

\$1 Arrow, Botany and Poplin Ties **66c**

Men's \$1.50 and \$2 Neckwear **98c**

Men's 55c Wool Hose **3 FOR \$1.00**

Men's \$2.50 and \$3 Dress Gloves **\$1.88**

Men's \$1.50 and \$1.75 Wool Gloves **99c**

\$16.95 Laskin Lamb Jackets **13.95**

Men's \$2.95-\$3.95 Sweaters **\$1.98**

Men's \$4.95-\$5.95 Sweaters **\$2.98**

Silk Lined Robes . . . Reduced

\$12.95 robes, \$7.95-\$15.95 robes, \$9.95-\$20 robes, \$12.95

Real Anniversary Sale Values in

LAVISHLY FUR TRIMMED

## COATS

TWO GROUPS

\$26

\$46

Values to \$39.50

Values to \$59.50

Regal fashions of matchless luxury . . . fitted coats and the important new pencil slim silhouettes with magnificently fur-trimmed collars of Cross Fox, Kit Fox, Squirrel, Martin and Persian Lamb. Coats developed in shags, fleeces, habs and fine woolsens, crepe and satin lined and warmly interlined.

Select from Our Entire Stock of Better

### Fur Trimmed Coats

All \$89.50 to \$150

Coats—Now

**20%**

OFF

Only for Frid. & Saturday

Untrimmed Sport Coats

Formerly selling to \$29.50

**\$14.90**

Fri. & Sat. Only

### A Special Group of FUR COATS

Lovely fur coats that have made their mark at far higher price levels. Now is the time to buy that fur coat. The Anniversary Sale surely brings you wonderful bargains.

**\$68**

Entire Stock

\$100 to \$450 Fur Coats

**20% Discount**

Mink Dyed Squirrel—Caracul Premier Bonded Seal (Dyed Coney) Grey Squirrel—Hudson Seal Ombre Caracul—Russian Pony.

Two Day Anniversary Sale

## Fine Dresses

They Are All Dresses from Regular Stock

Regular \$7.95 Values \$10.95 & \$12.50 Dresses \$22.50-\$26 and \$29 Dresses

**\$5 \$8 \$14**

Formals Included in the \$14 Group

1/2 Price On All Costume & 3 Piece Suits



Powerful Values in Boys' Clothing

### Prep Suits & Topcoats

The suits are the newest double-breasted styles in worsted and casimeres, size 34 to 28. The topcoats are fine fleeces with full belt, fancy and plain backs. Sizes 34 to 28.

Values to \$25

**\$16.75**

### Long Pant Suits

This is a special value for the small boy, age 6 to 12. They come in single and double-breasted styles with fancy backs. Many are \$10.00 suits.

**\$7.85**

### Long Pant Suits

Here's a special value for the boy, age 13 to 20. Suits for style and service in double-breasted models with fancy backs. Regular \$15.00 values.

**\$12.85**

Boys' All Leather Helmets . . . \$1.00  
Boys' Laskin Lamb Gauntlet Mitts \$1.95



BOYS' \$1.00 SHIRTS

These shirts are from our regular stock in dress and polo styles and sizes 12 to 14 1/2.

**69c**

CHILDREN'S ONE-PIECE SNOW SUITS

Regular \$5.00 snow suits for the child, age 3 to 7 years. Plain colors of navy, green and royal. Helmets to match.

**\$2.49**

LASKIN LAMB JACKETS

These jackets are made of the finest quality of Laskin Lamb and have genuine leather linings in leather or leatherette sleeves. All fully lined and regular \$15 jackets. Ages 10 to 20.

**10.85**

BOYS' BROADCLOTH SHORTS

Regular 35c fast color broadcloth shorts; also fine yarn French shorts. Sizes 24 to 32.

**22c**

2-PIECE SNOW SUITS

Regular \$10.00 snow suits in ages 4 to 12. All wool, plaid top plain color pants with zipper bottom. Full lined pants.

**\$6.89**

Savings You'll Never Forget ANNIVERSARY

## Sale

Entire Stock of

Reg. **6.75 & 7.75**

### Jacqueline Suede Shoes

A thrilling chance to SAVE . . . on the shoes you've admired . . . and wanted. The values are so unusual . . . you won't want to miss out. Please come as early as possible.



**4.85**



All Sizes but not in every style!

\*Seen in Vogue and Harper's Bazaar

1.95 Silk Slips

Pure dye Satin and Crepe slips from regular stock, in tailored and lace-trimmed styles, white and tea rose.

**\$1.49**

Women's Blouses

Just 11 of these regular \$4.95 and \$5.95 tailored Crepe and Satin blouses.

**\$3.95**

Women's Blouses

In this lot are 32 regular \$2.95 and \$3.95 tailored Crepe and Satin blouses.

**\$2.25**

Women's Sweaters

Here is a choice assortment of fine sweaters consisting of 32 cashmere sweater coats and 21 cashmere all-over sweaters that sold regularly at \$3.95.

**\$2.69**

For Our Anniversary Sale

Group of

**295 Nelly Dons**

All Sizes

**25% Discount**

### McCullum & Trezur Chiffon Hose

**89c** 3 Pair \$2.50

Short Lots and Irregulars of 1.35 to 2.50 Hose

Expensive looking stockings! . . . with irregularities so slight you'll never notice them! New winter shades, 2 and 3-thread Chiffon in extra sheer, high-twist.

Women's

**50c Handkfs**

Fine linen hand made handkerchiefs in white and colors. Christmas is coming, buy them as gifts, you surely can use plenty of them.

**29c**

