

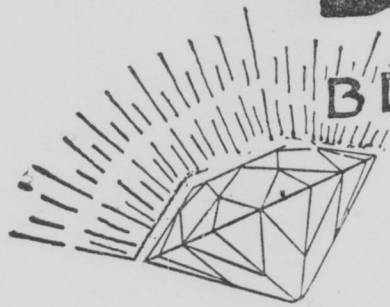


Strauss & Co.

THE ACCUMULATED GOOD-WILL OF SEVENTY-FIVE YEARS
IS CONCENTRATED IN OUR

DIAMOND CELEBRATION

BEGINNING TOMORROW MORNING AT 8:30 SHARP



A Statement by A. L. Block

THIS IS NO "SALE" STORE—Value giving with us is *constant*—not occasional—"The best at the price no matter what the price" is our everyday endeavor. We never forget it.

This is our 75th birthday—It was our intention to follow our customary course—and let it pass unheralded—but

when "custom" interferes with a memorable opportunity to render a valuable service to our fine, appreciative clientele, we decided to set custom aside—and

Celebrate!

But it will be a celebration in the Strauss manner—not with cheap goods or "sale" goods but with fine merchandise at *every price*—It carries the distinguishing mark—the "Diamond" Emblem.

When we apprised our Rochester houses, and the others who supply us, of our "birthday" intentions, we received offers of co-operation that were inspiring—

They accepted our Diamond Celebration as an occasion to express the value they place on our associations, the measure of

their friendships, with a liberality that was practically without stint or limit—

Some frankly said "write your own ticket"—others laid before us the choicest of their spring and Easter productions at substantial reductions—some gave us a vast excess of quality—at the usual price!

Such notable Diamond Values as appear throughout the store can come only as the reward of the accumulated good will built

up through the years—between Strauss and the outstanding fine makers of America—a friendliness based on a mutual respect for quality, on the similarity of ideals and on the squareness of policies.

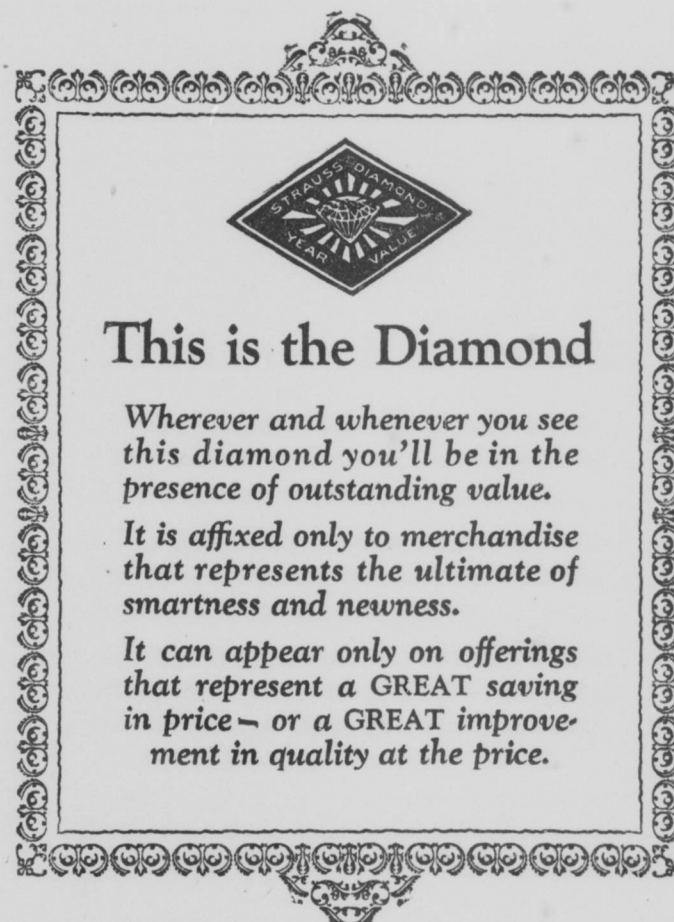
And so, all through the store, the Diamonds are ready for you—clear, flawless, brilliant in their newness; gems of style and excellence; from our regular suppliers—marked with the "Diamond," a pledge of notable value.

We promise you a new, a different kind of an event attuned to this modern era—merchandise with the old time dependability—but with new standards of beauty to meet the up-rush of people's tastes.

It presents an entirely new degree of helpfulness plus quick, careful, intelligent service—Strauss Service!

It is carried through on such a value giving basis that Indianapolis and Indiana will be amazed—

We bid you welcome with the assurance that you'll find your visit here immensely profitable and pleasurable.



A. L. Block
President,
L. Strauss & Co.



L. STRAUSS & CO.

33 to 39 West Washington Street.

1853—"For 75 years a store of tomorrow"—1928