



# A New Goldstein Brothers Department Store WILL OPEN SOON

**A new store in the same location! A new and better store—  
with the same familiar name! A new store with the same old  
policy of dependability plus the new 1933 spirit of action!**

## *An Open Letter to the Public:*

We regretted deeply the necessity for closing. We tried in every possible way to avert it—but there was no escape. We regretted beyond words, the parting with some 200 employees—as fine and loyal a group as any store could have—and it meant the uprooting of ourselves from Indianapolis where we had acquired so many deep and sincere friendships.

We didn't realize the depth of this good will until we announced our intention of going out of business. Literally and actually thousands of people came to us with expressions of sincere regret at our going. We received numerous written communications to the same effect. But the step was taken—it had to be. The low prices we put on our goods showed the sincerity of our purpose to quit completely and clean.

When we announced our closing-out sale we were absolutely honest about it. We had no alternative—there was nothing to do but close up shop. Every dollar's

worth of goods sold during the sale measured up to the usual Goldstein quality standard. We sold goods at such low prices—that it seems almost fantastic in the face of present price levels. And then—at the time

that the sale had about run its course—there was a new spirit in the air—a new hope, a new incentive. The President's recovery program had taken hold—the country had definitely started forward to normal business conditions. We saw our way to do our part. We reorganized our business—we effected marked economies in our operating expenses—we added several new departments. And so—here we are—ready to start again from scratch.

We promise you the same dependable merchandise that has been associated with Goldstein's for more than 24 years—at the lowest possible prices.

We shall do everything within our power to serve you with the old spirit of courtesy and consideration and with the new spirit of "let's go."

*Goldstein Bros*

### DIRECTORY

#### —FIRST FLOOR—

Silks Linens  
Woolens Domestic  
Wash Goods Beddings  
Patterns Hosiery  
Men's Furnishings  
Boys' Clothing  
Cotton and Rayon Underwear  
Leather Goods  
Umbrellas  
Laces, Handkerchiefs  
Neckwear  
Notions, Art Goods  
Gloves Shoes  
Restaurant  
Soda Fountain  
Watch Repairs  
Groceries, Meats, Bakery  
Goods, Fruits, Vegetables  
Dr. Edward Lesch, registered  
podiatrist

#### —SECOND FLOOR—

Women's Coats, Dresses, Suits  
Children's Garments  
Wash Frocks  
Silk Underwear  
Corsets  
Millinery

#### —THIRD FLOOR—

Draperies, Mirrors  
General Offices Rest Room

#### —FOURTH FLOOR—

Lamps  
Occasional Furniture  
Fireplace Equipment  
Electric Lighting Fixtures

#### —BASEMENT—

Housewares

# The New GOLDSTEIN BROTHERS

Washington Street at Delaware

Phone Lincoln 1301