

IF YOU CAN, PLEASE

It's ever thus . . .
The great, overwhelming
public response usually
swamps our alteration and
delivery forces . . .
We respectfully request a
bit of additional time if
you can grant it.

SUMMER HOURS
are in effect, beginning
tomorrow—9:30 to 5:00—
on Saturdays—9:00 to 6:00.

THE STORE IS
delightfully, healthfully
AIR COOLED.

Try and be here at the
opening of the doors.

*Strauss
Says—*



"Come and Get it"

This is the **Sweeping Clearance SALE**—this is the
introduction to **Surpassing Values** in brand-new-comers
—that Indianapolis (and Indiana) likes so well—and
attends in such overwhelming fashion!

It's all spread out before you—fine and
seasonable! Seasoned with taste, spiced with
smartness . . . fresh . . . (nothing warmed over for a

sale) . . . priced where it's as pleasant as
the Camp Cook's call . . .

The "Excitement" begins at 9:30 in the morning
as the doors open!

Sweeping REDUCTIONS and **Spectacular Introductions!**
Here is a Sample Menu—"Come and get it!"

AND YOU GET ALL SERVICES!

All of the Strauss
customary services go with
this occasion.

The usual skill and care of
the tailoring and
fitting staffs.

The facilities of our
CREDIT OFFICES.
(Incidentally, are you
acquainted with the
helpfulness of the **JUNIOR
CHARGE ACCOUNT?**)
No carrying charges.

MAIL OR PHONE ORDERS
will be filled, provided
you permit us to use our
best judgment in meeting
your requests.
(This is essential because
of the nature of the sale—
mainly a clearance.)

THE SALE IS ON—3,415 Men's and Young Men's SUITS 2-Piece Summer SUITS . . . 3-Piece Year-Round SUITS



T-H-E — S-A-L-E — I-S — O-N !



About all SUMMER SUITS—(2-piece)

Included are **INDIA WATES**—the cool-to-the-touch suits tailored
from English Tropicals. There are **Princetowns** and **Wearington**
tropicals—and from **Don Richard**—there are **Pedigreed** tropicals—
some of the finest in the world . . . light colors . . . dark
colors—and **WHITES**. (Palm Beach suits are NOT sale priced.
They will remain at regular prices through the season.)

The famous **WEARINGTON**
Tropicals—the City's outstand-
ing value at 19.75 . . .
sale priced at
15.75

29.75 SUITS, one of the chief
spots of the sale—DeLuxe
India Wates and White
Gabardines.
23.75

NOTE—There are other suits—in other sale groups!—Some
as low as \$10—And all the way to the **Pedigreed**
suits, sale priced at 49.75

\$25 SUITS, Middishade
Tropicals—Don Richards—India
Wates . . . 2 and 3-piece
Gabardine suits.
19.75

\$35 SUITS, 2 and 3-piece hand-
stitched Tropicals, Princetowns
(and also 2-piece suits from
Fashion Park).
29.75

YEAR-'ROUND SUITS—(3-piece)

Included among them are **Hickey-Freeman** . . . **Fashion Park**,
Princetown and **Wearington** suits—**Don Richards** and
"Hollywood-Tailored" Suits.
Worsteds, **Cashmeres**, **Tweeds**, **Shetlands**, **Gabardines**—
light and dark shades.

19.75 and \$25 SUITS, including
Wearingtons and Wardrobers.
15.75 & 19.75

29.75 Wardrobers, the famous
4-piece suits with extra
Gabardine slacks.
23.75

At 49.75 and 59.75 are a number of **Hickey-Freeman** suits!

\$40 to \$45 SUITS, hand-
stitched Princetowns—**Fashion**
Park Suits—and **Hollywoods**.
33.75

\$50 SUITS, from **Fashion Park**
—perhaps the finest \$50
suits in America!
39.75

SPORT COATS at \$10 and 19.75

The \$10 ones were 12.75 and 15.75—the 19.75 coats were mainly 27.50. A very
generous selection and some of the finest values you have known.

SLACKS, sale groups, 4.95 and 6.95

At 4.95 are Tropical worsteds, and celanese gabardines.
At 6.95 are Gabardines of a special quality.

Pedigreed SLACKS, 9.95 and 12.50

From **Fashion Park**, **Hickey-Freeman**—were 12.50 to 27.50.

Tailored COTTON SLACKS, 1.89

They're just in—400 pairs.

31 Pedigreed SLACK SUITS, 10.95

Clothing-tailored, distinguished in fabrics and tailoring. (Were \$15 and \$20.)

112 SLACK SUITS reduced to 6.95

Gabardine (celanese and cotton) firm, substantial quality (made by one of our
leading clothing houses). New Woodland shades with accent on
blues and greens.

SLACK SUITS, 2.95 and \$4

The 2.95 ones are broadcloths—brand-new at a new scale of values. The \$4
include many from higher priced ranges.

Close to 2,000 fine summer TIES—Half Price!

Mainly foulards—that men like best (this half price group does NOT include
such ties as Palm Beach, Nor-East, staples, and a few others). But about
all else goes, were \$1 to \$5—at 50c to 2.50.

Broken Lots Men's SPORTSWEAR, Half Price

Bush coats, Loafer shirts, Hawaiian sport shirts, terry-cloth beach pants, etc.

200 CANTERBURY SHIRTS, 2.35

Were 2.95 and 3.50 (a few were \$5). Patterns of taste—fabrics of custom
quality (while they last!)

57 White SHIRTS Long Point Collars 2.35

Fine for casual sports or business wear. (While they last!)

Wearington thin SHIRTS, 1.35

These are the shirts that go out by the thousands to see them through
the summer! White and colors.

Men's SHORT SOCKS, 5 pairs \$1

Several thousand pairs—good-looking socks—ribs, plaids, horizontals—
and also Terry weaves.

"REAL SILK" SOCKS (irregulars) 5 pairs \$1

Plain and fancies, white and pastels, clocks and otherwise . . .
They are **PULL-UPS**.

HANDKERCHIEFS, 12 for \$1

Full size—white and colored.

SHORTS and UNDERSHIRTS, 4 for \$1

The shorts are white, plain colors and stripes—some with **SNAP**
FASTENERS—the **SHIRTS** are swiss and panel ribbed.

THIN PAJAMAS at 1.65

Short-sleeve, knee-length—also short-sleeve long pants—and long-sleeve
long pants. (Regular price \$2.) Come and get it!

110 Pairs Year 'Round OXFORDS

Greatly reduced—sale prices 3.45 and 3.95 . . . 65 pairs of **Hanan**
Touchstones reduced to 7.95—22 pairs of \$10 oxfords at 8.45.

500 Pairs SUMMER OXFORDS, 3.95

White and tan and white—and two-tone tans. Also ventilated oxfords.

Many 6.85 Summer OXFORDS, 5.45

Including white bucks—also California Huaraches (the tops).

115 Pairs HANAN OXFORDS

White—tan and white—wing-tip and straight-tip. Were
13.95 at 10.95—were 8.95 at 7.45.



IN THE WOMEN'S SHOP

hundreds of **DRESSES**, sportswear
of about every description . . .
deep savings! "Come and Get It!"

L. STRAUSS & CO

me and get it

ON THE BOYS' FLOOR

Shorts, Polo Shirts, Slacks and
Slack Suits—You'll be surprised!
"Come and Get It!"

