

Strauss Says:—The HATS—by DOBBS . . . the famous "Cross Country" and regular weight Dobbs at \$5 . . . Dobbs University Blocks, \$6 . . . the Game Bird, 7.50 and \$10



FOOTWEAR . . . the famous SERVICE are 4.95 . . . the CUSTOMFIELD, smart and doggy, 6.85 . . . the HANAN family ranges from 9.50 to 15.75

STORE
HOURS
SATURDAY
9 A. M.
to
6 P. M.



Perhaps you'd
like the
convenience of a
CHARGE
ACCOUNT.

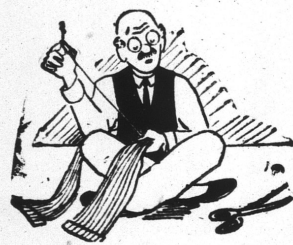
Your application for a
charge account . . .
will be courteously
considered.

(1) THIRTY-DAY
ACCOUNTS . . . that
follow the conventional
practice.

(2) THE JUNIOR
CHARGE ACCOUNT . . .
that permits moderate
weekly payments.

(3) Or a CHARGE
ACCOUNT tailored
to your special needs.

No carrying charges . . .
the least possible
amount of routine . . .
The Credit Office
is on the Balcony.



The garments
will FIT
you, sir!

They just have to
FIT—or else!

Our tailoring and
fitting staff has the
experience, the will—
and the incentive to do
the best possible
work . . .

You'll get a lot more
satisfaction, more
pleasure, more pride—
more service in clothes
that FIT—and we
don't intend to let you
have them unless
they do!

To meet an all-time peak demand—The Man's Store moves forward on the 3 major clothing fronts!

MEN'S SUITS AND TOPCOATS

The pick and the cream in the 3 great price-brackets in a great outward Sweep!

IT'S IN THE AIR! We mean, of course, the chill weather of Fall—
and a nudge that Winter is near.

IT'S IN THE AIR! There is a vast extra swing to The Man's Store
for clothes!

Men know (and their numbers keep increasing widely!)
that whatever they buy is GOOD—it's bound to please—

It's bound to be new (there are no "old numbers" in our plan of
merchandising).

"The best at YOUR PRICE—no matter what the price"
is the pledge—and the performance!

From all indications, Saturday will set up an all-time peak—
We shall have every recourse and facility on hand—however, if
you can conveniently come in the morning—you'll
find service less rushed.

(1)

In the
POPULAR priced field:

YEARCRAFT SUITS

of worsteds—
made with laboratory control
—outstanding in their field.
22.50—with 2 trousers, 28.50.

WARDROBERS, herringbone

tweeds, jacket, vest and
regular trousers—
and an extra pair of
COVERT slacks.
4 pieces, 29.75 and \$25

WEARINGTON SUITS,

Wearington has won wide
fame for wear, fit and good,
all-around satisfaction.
Two-trouser suits, \$25;
one-trouser suits, 19.75.

COVERT SUITS, a hit in
University circles!—\$25.

STORM ZIPPER COATS—

the lining in—
and it's a winter coat—
the lining out—and it's a
topcoat. In either case, it's a
good coat, and a great value! \$25.

ALPAGORA—America's
No. 1 Fleece Coat in its field
—soft, yet husky,
light, yet warm—27.50.

(2)

In the
MEDIUM priced field:

PRINCETOWN SUITS,

largely handmade, of
mellowed fabrics—
acclaimed for fit, for
cosmopolitan smartness,
for VALUE.

One and Two-Trouser Suits,
\$35 and \$40.

Two-Trouser Suits
of Princetown twists, 39.75—

De Luxe Princetowns—
hand-stitched edges . . . \$45.

DON RICHARDS SUITS,

designed in Hollywood,
tailored in the East, \$35.

SEASON SKIPPER,

the daddy of the zipper-lined
coats, \$35 and \$40.

LLAMGORA, of hair-cloths
and tweed shetlands, \$35.

HAND-WOVEN HARRIS
TWEED COATS, 29.75.

CAMELS-AND-WOOL
TOPCOATS, with zipper
linings, 29.75.

(3)

In the
PEDIGREED field:

HICKEY-FREEMAN SUITS,
\$58 to \$100.

FASHION PARK SUITS,
outstanding presentations
at \$40 and \$50.

HOLLYWOOD SUITS,

designed and tailored in
Los Angeles with a lot of
distinction in style and
fabric, 42.50.

TOPCOATS, customized by
HICKEY-FREEMAN—

the new-on-earth
Ka-rajah, \$68.
Other Hickey-Freeman coats
begin at \$58, range upward
to the fabulous Vicuna at \$350.

The DRIVER—

a Shetland TOPCOAT from
Fashion Park . . .
a free-and-easy coat with
set-in sleeves—\$50.

The CAMELOCH coat . . . the fabric was
loomed by Crombie of Aberdeen . . . (Camel's
hair enriched with a bit of Cashmere—
strengthened with a bit of Angora)—\$50.

Crombie Kashmir COATS—Cashmere shares
with Vicuna as the finest fleece known to
mankind . . . rich, luxurious—\$85.

On Saturdays the store is open from 9 till 6—The Clothing Floor Is the Third.

L. STRAUSS & COMPANY, INC.—THE MAN'S STORE