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STRAUSS
SAYS... IT'S ONE DAY NEARER VICTORY!



MEN WANT FINE OUTERCOATS

AND THEY EVIDENTLY KNOW WHERE TO GET THEM!

There is always a great demand here for FINE Coats—because men have learned that "FINE" is something of which we have nothing else but!

This is an involved and awkward way of saying that every coat is fine—and men know it—and they are giving a record demonstration of that knowledge—in the way they storm the Clothing Floor!

After all—only a fine Coat—can give a man real protection. And a fine coat is something more than good materials and fine workmanship—important as these factors are!

A man is going to live with his Coat a long time—unless he feels good in it—unless it has a cosmopolitan expression—it is apt to be an irritant—a 'dragger downer'—a weary waste of money.

ALPAGORA—The Celebrated Coat, with a face of double density—perhaps the best known Coat in all America 32.50 and 37.50

THE CAMEL FAMILY—is represented in Coats of various Textures (some are Wools in Camel Shades treated and finished and dyed like Camels) 32.50 to 150.00

There are rare **CROMBIE** Fleeces (Scotch) tailored in U. S. A. by Malcolm Kenneth at 100.00

SEASON SKIPPER—The granddaddy of the removable lining Coat—presented in Tweeds and Shetlands, \$45 The all-wool removable LININGS (sleeves and all) are yours if you wish... at \$10

THE TWEED FAMILY—ALPAGORA Tweeds at 32.50

A marvelous pure Shetland woven in HAWICK, SCOTLAND, tailored in U. S. A. at \$55—

FASHION PARK (at \$68 is the deep blizzard-proof Coat with Shelter Yoke)... **HICKEY** FREEMAN Cheviots, \$68 and \$85

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L. STRAUSS & CO. INC. THE MAN'S STORE