

STRAUSS
SAYS:*Tradition with a touch of Tomorrow*

NOW! A "ME TOO" SHOP

(IT'S A PLEASURE)

FOR LITTLE GIRLS

IT'S FATE—that's what it is! Starting originally as a Men's Clothing Store (1853)—it was fated that we would, in the course of time, have a Boys' Shop... "Like Father—Like Son"... It is not only an old Latin proverb—It's an expression of DESTINY!

And the Specialty Shop for the Tailored Women—has become such a vogue—so greatly beloved—so now we have the room (we've had the urge for years)—to present a Shop for little girls—a "ME TOO" Shop!

(We felt sure that there was a countHERpart to "Like Father—Like Son"—and our research professor—brought in—"LIKE MOTHER—LIKE DAUGHTER"... from an English proverb, 1509. Its fate!

And this little Shop—is very Straussy. The clothes are "as cute as a button"—select materials, dainty touches—we can anticipate the thrill of joy—that will come to young hearts—in the possession of clothes—so utterly charming (and the prices SO reasonable!) The sketches shown here are typical of selective editing presented in the New Store.

The "Me Too" Shop—is on the Fourth Floor.



L. Strauss & Co. Inc. "Me Too" Shop

FOURTH FLOOR

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