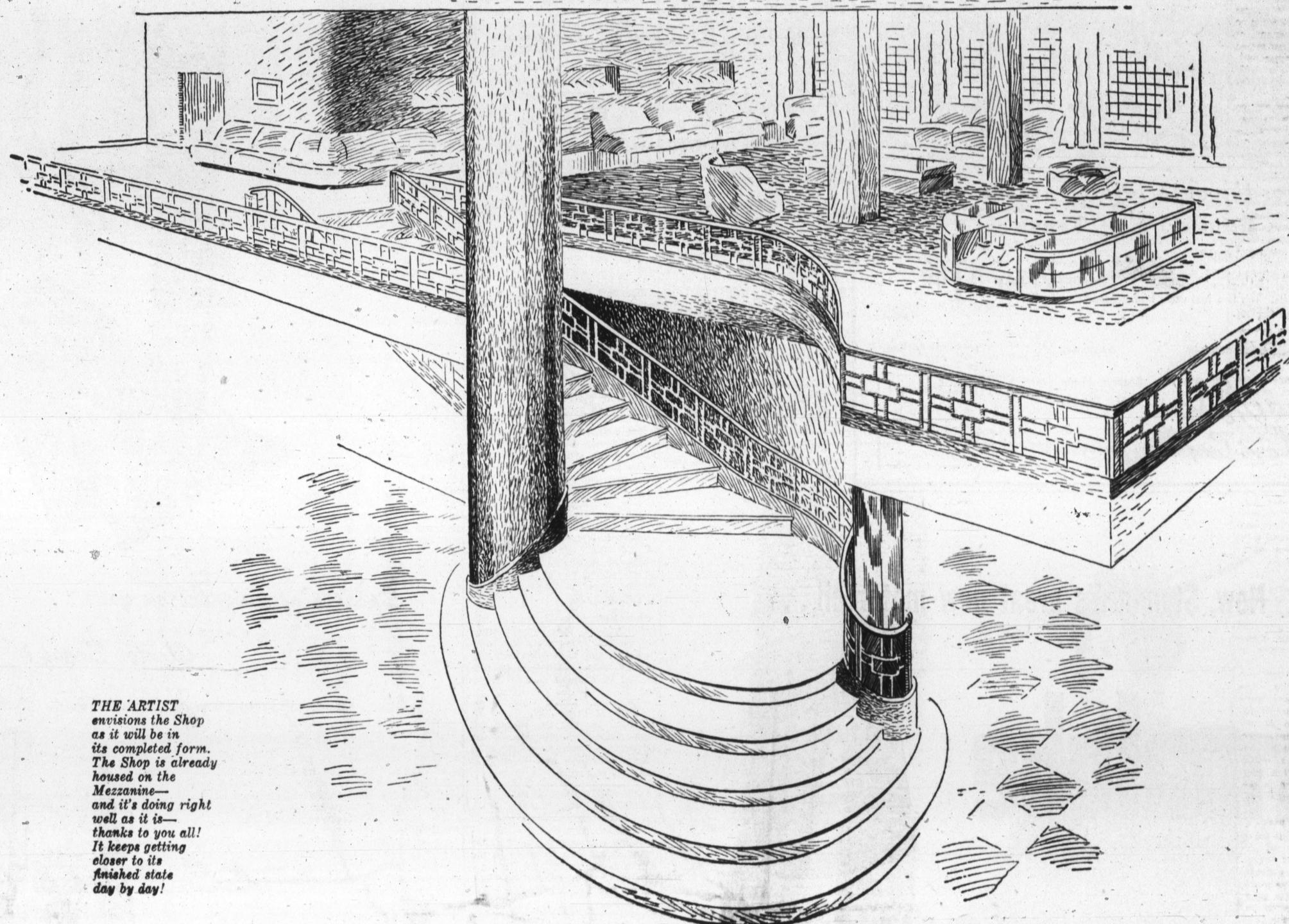


STRAUSS  
SAYS:*Tradition with a touch of Tomorrow*

## The Men's SHOE SHOP On The FIRST FLOOR, Mezzanine Lounge

HANAN and SONS

NETTLETON

Selections are temporarily exhausted.

NUMN-BUSH

CUSTOMFIELD

(Brogue type shoes—with a young man's outlook.)

ROBLEE

Outstanding in the field of popular price.

SPECIALTIES

ELEVATOR ★ OXFORDS that add HEIGHT to a man's stature.

LOUNGE and LEISURE SHOES from the East and West Coasts.

SLIPPERS—of various descriptions!

BOYS' FOOTWEAR also—on the First Floor

\*Reg. U. S. Pat. Off.

**It's** a Shoe Shop—after a man's heart (and feet). (It is now getting its finishing touches.)

"Ideal" . . . in its definitive meaning is something conceived as perfect . . . so supremely desirable as to be beyond complete attainment.

For decades we cherished an ideal Shoe Shop . . . (even though our shoe operations were steadily going along splendidly).

The Man's Store has always enjoyed a good name in Shoe circles . . . was identified with the leading Shoe Names on Earth . . . provided a Fitting Service extraordinary! It was the best that could, previously, be done with the Shop's physical limitations!

But—the new building opened an avenue to make the "ideal" come true. We have envisioned a Shoe Shop as having easy first floor accessibility—and yet privacy. A man doesn't like to try on shoes—out in full view—in traffic aisles (as though he were sitting, in stocking feet, on a curb).

And the First Floor Lounge gives him—accessibility and privacy.

It gives him deep and luxurious comfort and club room surroundings. (Soon)

The chairs will not be arranged in formalized rows . . . but in an easy, casual manner.

It's a spacious floor . . . The Shop will continue to present the Greatest Names in The Shoe World . . . and the "Fitting Service Extraordinary", for which it is noted will be expanded and brought still closer to perfection!

The Shoe Shop is on the First Floor Lounge—straight back—Just a few steps—on a spacious Stairway—up a half flight—and you are there.



# L. Strauss & Co. Inc. The Man's Store