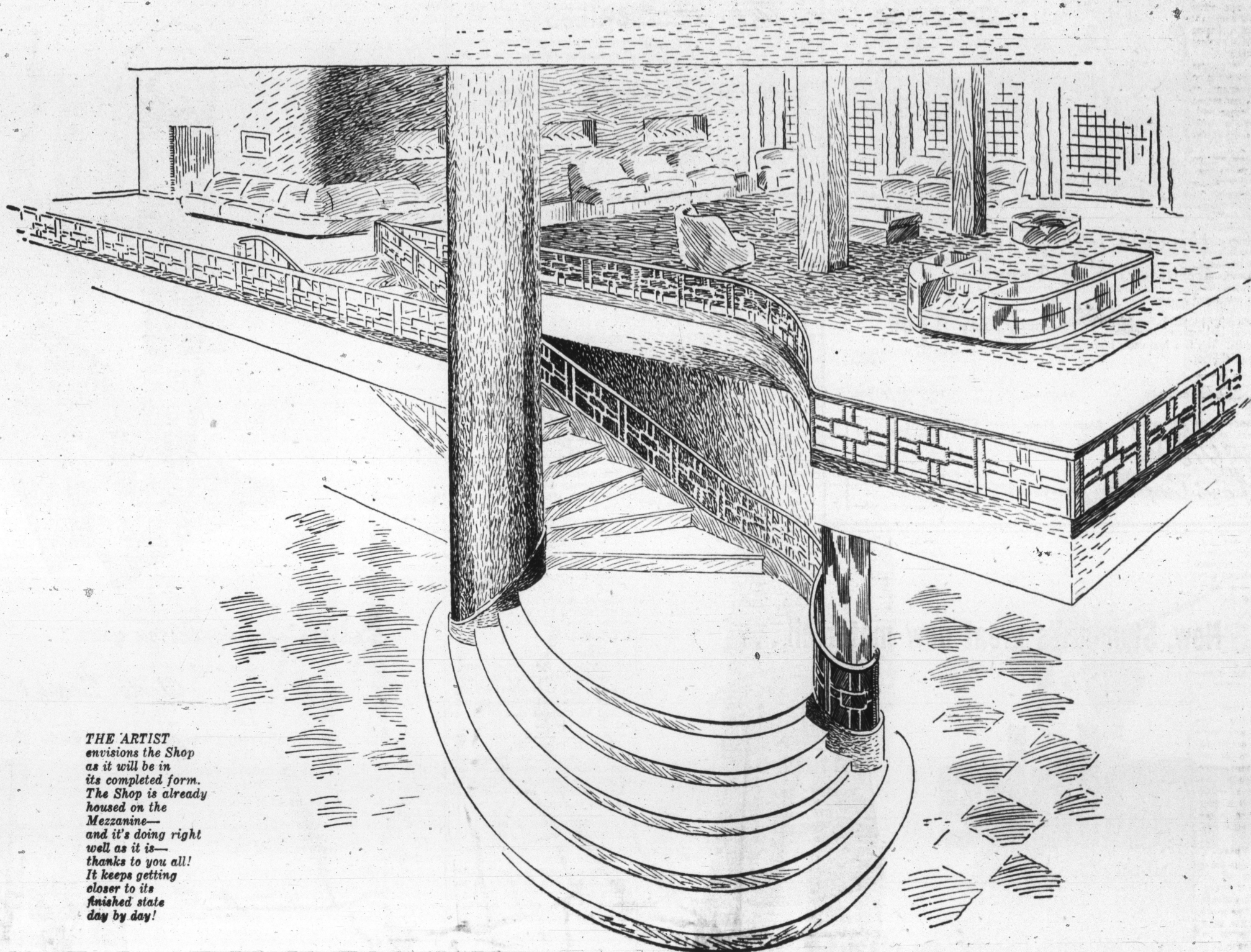


STRAUSS  
SAYS:

*Tradition with a touch of Tomorrow*



THE ARTIST  
envisioned the Shop  
as it will be in  
its completed form.  
The Shop is already  
housed on the  
Mezzanine—  
and it's doing right  
well as it is—  
thanks to you all!  
It keeps getting  
closer to its  
finished state  
day by day!

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

### HANAN and SONS

### NETTLETON

Selections are temporarily  
exhausted.

### NUNN-BUSH

### CUSTOMFIELD

(Dressy 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  
visioned 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*