

row

MORROW
TIN-BLOOMowner of B & B
died today in his
rollton ave. HGoldblatt, spiritual
ianapolis Hebrew
il conduct services
uchanan mortuary
row. Burial will be
ew cemetery.brooklyn, N. Y., MA
employed at Al-
years in addition to
to supply company.
ber of Monument
L. and Allison Pinhis wife, Jeanne; a
a daughter, Judy;
and Mrs. Louis
other, Ralph.

STRAUSS SAYS:

Tradition with a touch of Tomorrow

THIS IS THE MAN'S STORE

It was born as such some 93 years ago.
It was bred in the bone. It was
developed as a Man's Store through
the generations — it will continue
as such through all the foreseeable future.

It is something basic — deep-rooted.
It can't be had by claiming. You
can't slogan yourself into it.
You either are — or you aren't.
It can't be a branch of a business—
or a department — It's got to be
the business itself.

★ ★ ★ ★

At the time when Abraham Lincoln paid
a visit to Indianapolis — (there is a
bronze tablet on the Claypool Hotel
Building — memorializing the occasion)—
Denham and Gramling, the fore-runner
of Strauss — was a healthy, lusty
youngster of 4 years. Its pattern
at that tender age seemed set — its
course charted. There is no record
of whether or not Mr. Lincoln paid the
Shop a visit — but it did serve
Indianapolis with its some 18,000
people — with "Clothing, Shoes, Hats
and Furnishings" — and evidently
it served well.



For it grew — and kept pace (and
set the pace) in meeting men's
ever-widening activities and interests—
in the steadily advancing standards
of taste — in man's inherent desire for
that which is Fine and Genuine!

IT EARLY DEVELOPED A SPORTSMAN'S
COMPLEX—It outfitted sturdy pioneers
for the Great and Only game of Golf.

IT BECAME INTERESTED IN TRAVEL—
for instance, featuring those dusters
and goggles and gloves—that well dressed
men wore in horseless carriages.

AND THOSE OF THE UPPER CRUST
who followed the socialite lead of the
fabulous Barry Wall—perhaps gave the
Store a call (no poetry intended).

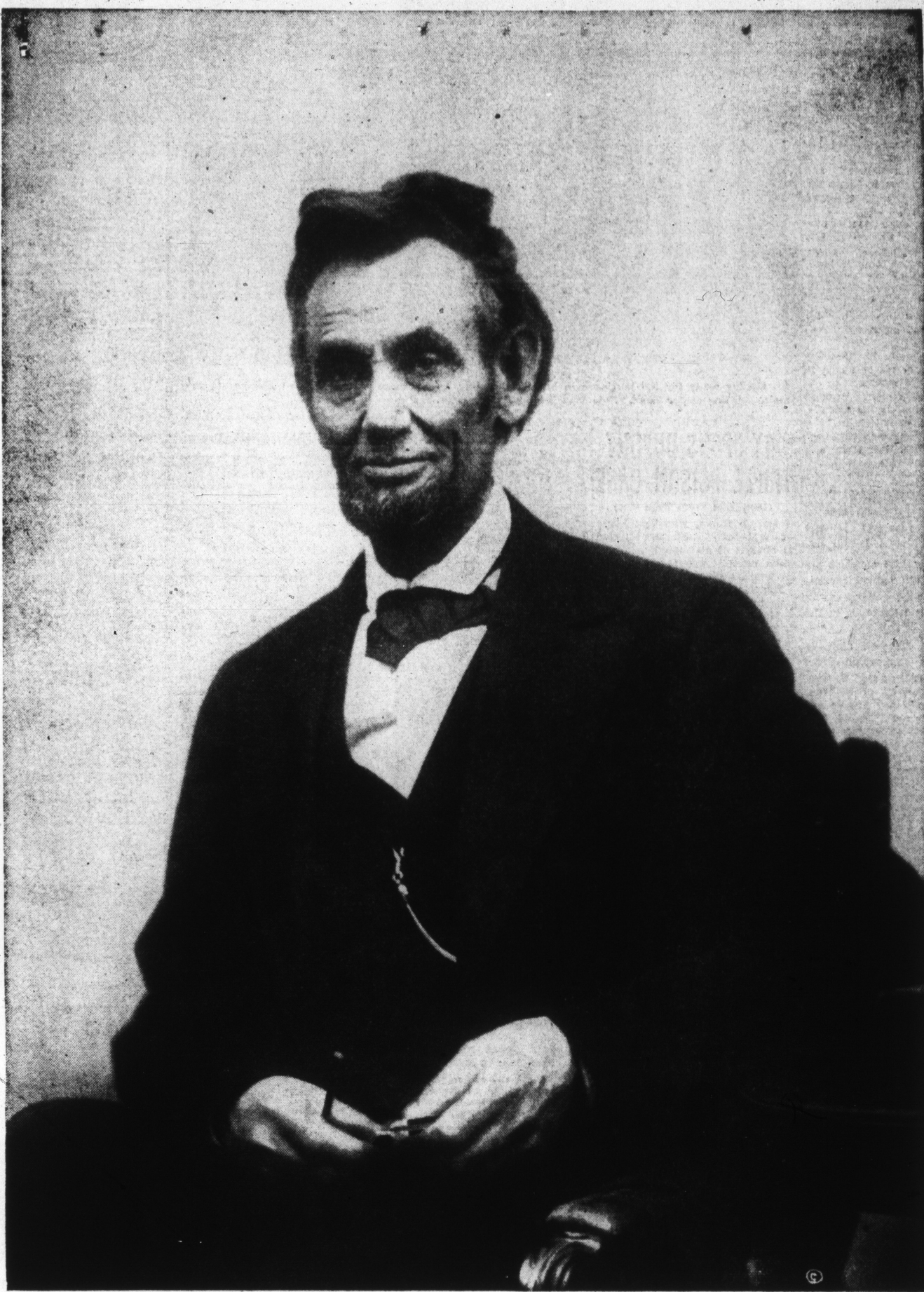


IT OUTFITTED MEN FOR THE VARIOUS
FORMALITIES OF LIFE—including the
trip to the Altar (the "H" is silent).
AND IN THE NEW STORE—within the
brief span of six months—The Man's Store
has vastly extended its horizons.

THE CLOTHING FLOOR (The Second)
in its more spacious quarters—has set a
fantastic new record of some kind or other—
in the scope of its business.

THERE IS A SPORTSWEAR SHOP
ON THE FIRST FLOOR—
that presents the smartest in Leisure Jackets,
Sports Shirts, Sweaters and such—with the
utmost in comforts and in tomorrow's keynote.

THE "SPORTSMAN'S PARADISE" on the
Sixth Floor became famous overnight.
While physically far from complete, it serves
Sportsmen in a complete, knowledgeable way—
(one of our good friends remarked—
that the "Sportsman's Floor" put the pants on
The Man's Store!



*If you call a tail a leg, how many
legs has a dog? Five?—No!
Calling a tail a leg doesn't
make it a leg.
ABRAHAM LINCOLN*

THE STRAUSS GLOBAL TRAVEL SERVICE
(6th floor)—is ready and eager to
serve those who intend to take Transworld
Tours—or an overnight trip perhaps to a
fishing spot or football game—via
train, plane or bus.

There is a SMOKER'S CORNER, just inside
the doors—with about as fine a collection
of Pipes, Cigars, Cigarettes and Smokers'
paraphernalia—as a man could wish for.

THE MEN'S FOOTWEAR LOUNGE ON
THE MEZZANINE—
has added to its roster of "great names on
Earth." It provides First Floor convenience—
yet the privacy that men like when
trying on shoes.

AND BEFORE LONG there will come from
London (a Man's City)—and other points of England
and the Continent—Men's Footwear and Hats—
Men's Clothes and Haberdashery and Gift
Objects—recently purchased by R. S. Norwood,
President of L. Strauss & Co.—
(The air tour was arranged in great part
—by the Strauss Global Travel Service.)

All of which indicates the depths of
devotion to an ideal — to the heritage
of the past — to the Endeavors of
the present — and the course to
be followed through the limitless Future.

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