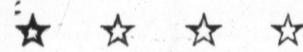


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MORROW
TIN BLOOMowner of B & B
died today in his
cemetery. HGoldblatt, spiritual
Indianapolis Hebrew
will conduct services
at the funeral home. Burial will be
in the cemetery.Brooklyn, N. Y., MA
employed at All
years in addition to
to supply company.
er of Monument
L. and Allison Pin
his wife, Jeanne; a
a daughter, Judy;
and Mrs. Louis
other, Ralph.

STRAUSS SAYS:

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!

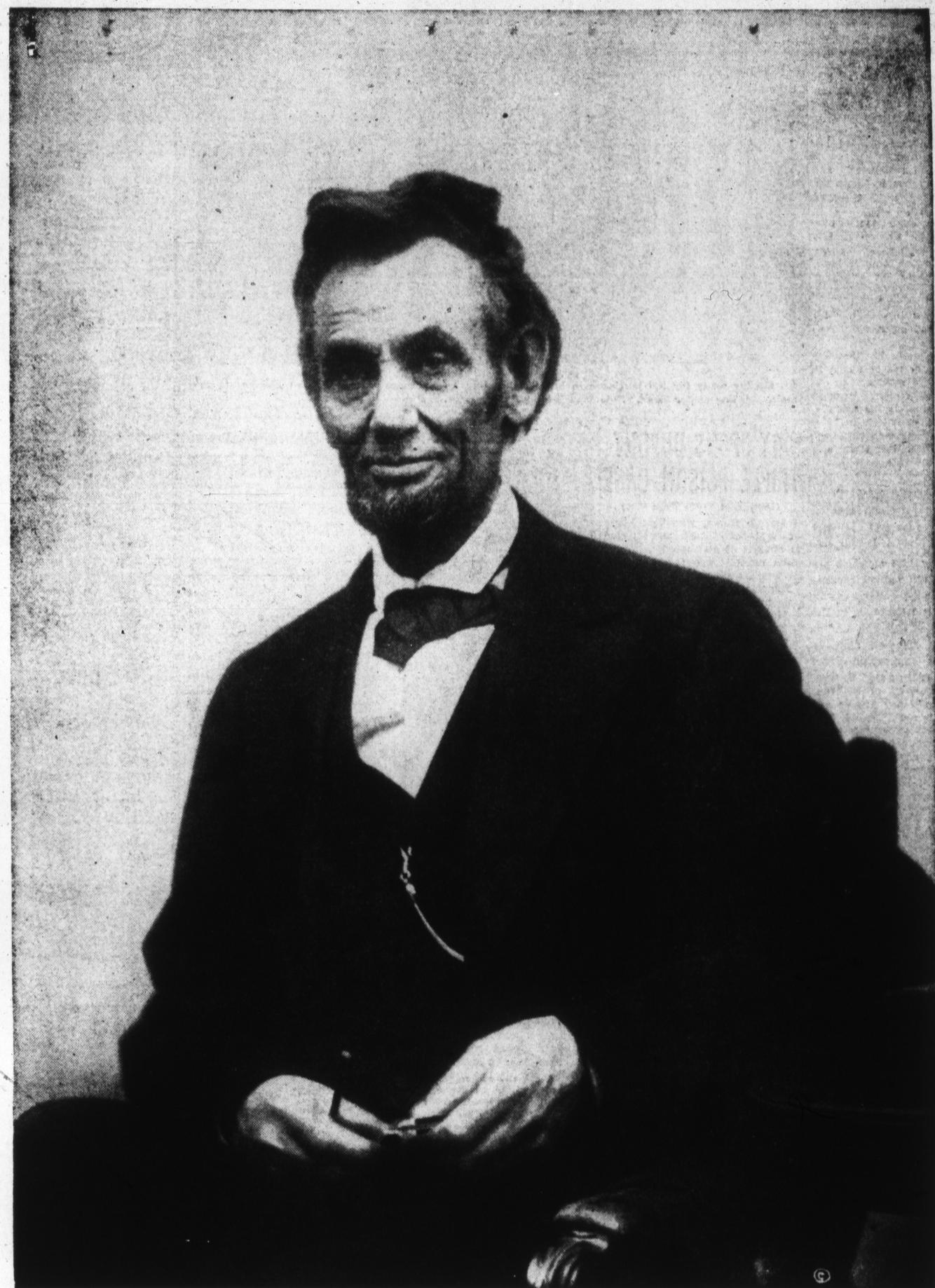
IT EARLY DEVELOPED A SPORTSMAN'S COMPLEX—It outfitted sturdy pioneers for the Great and Only game of Golf.

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).



Tradition with a touch of Tomorrow



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

IT OUTFITTED MEN FOR THE VARIOUS FORMALITIES OF LIFE—including the trip to the Alter (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!)



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