

STRAUSS  
SAYS:

FOR THE OPENING DAY OF THE SALE—the Store will open MONDAY at NOON and Stay open till NINE (9)

SUNDA  
STRAUSS  
SAYS:

## Close to 1,000 Pairs WOMEN'S SHOES at EXACTLY HALF PRICE!

(Specialty Shop—Third Floor  
Direct Service Via  
Electric Stairway)If you should find "standing room only" excuse it, please!  
It is doubtful if there has been such an attractive—  
such a helpful—sale in years!

## THINK OF IT!

Shoes bearing such renowned names as PANDORA and BALLY (of Switzerland) MARTINIQUE (and certain clearances of LADY NETTLETONS). There are VALLEY Shoes—(pumps mainly) There are SANDLER SHOES—and SARA SANDLERS! Walking heels—Medium Heels—Tallish Heels—Walking Shoes—Town Shoes—Dress Shoes

There is such a liberality of choice—there is such a full and wide range of sizes (taken as a whole)—that any woman will find a pair—or a half a dozen pairs—she will desire to own!

103 PAIRS SHOES  
Pumps and walking styles—originally 14.95—HALF PRICE—  
**7.48**

197 PAIRS DRESS SHOES  
Originally 17.95—  
HALF PRICE—  
**8.98**

131 PAIRS SHOES  
suede and calf—originally 18.95—  
HALF PRICE—  
**9.48**

103 PAIRS SHOES  
pumps and ankle straps—  
originally 21.95—  
HALF PRICE—  
**10.98**

OTHER  
NOTEWORTHY  
GROUPS  
SALE  
PRICED  
**3.98**  
to  
**13.98**

In the Specialty Shop for the LADIES—THE SALE IS ON!

## 300 DRESSES

Regular prices range from 12.95 to 39.95—

**\$7—\$10—\$17**

Regular sizes—junior sizes—a few large sizes. Crepes and gabardines—Corduroys and Failles—Knits—and 2-Piece Sheer Wools—and even Cottons. (Some are fine for spring.) Out on racks for convenient choosing.

## 64 TAILORED SUITS

Were \$45 to \$100  
THE SALE IS ON  
**\$29—\$39—\$59**

Among them are gabardines—and softer wools. There is considerable variety—At these prices they are a find!

## 100 TAILORED COATS

Were 49.95 to \$75  
THE SALE IS ON  
**\$39**

Broadcloth finishes—coverts—fleeces in smart enlivening colors. A noteworthy group!

## 50 COATS

(Including Fur Trimmed)  
THE SALE IS ON  
**\$79 and \$89**

Classic with a touch of tomorrow—also choice fur-trimmed coats. Were \$100 to \$139.95. (Early selection is suggested for these.)

## EXTRA FORTY DRESSES

Were 22.95  
THE SALE IS ON  
**\$15**

Including rayon gabardines and rayon crepes—a splendid group. IN ADDITION—

There are scattered groups here and there—HATS—BLOUSES—a few of this and that—(A look through will be rewarding to you.)

And in the ME TOO SHOP—on the FOURTH FLOOR

58 COAT AND LEGGING SETS—toddlers' and sizes 3 to 6x. Were 18.95 to 59.50—while they last—  
**\$14 to \$39**

22 GIRLS' COATS—  
sizes 7 to 14—were \$25 to 59.50—while they last—  
**\$16 to \$39**

79 WINTER HATS—  
for children and growing girls—were \$2 to \$4—  
while they last—  
**\$1 to \$2**

38 GIRLS' SNOW SUITS—  
sizes 1 to 6x—one and two-piece styles. Were 12.98 to 20.95—  
while they last—  
**\$8 to \$14**

Caps; were 1.65—now 83¢  
TABLE OF ODDS AND ENDS—  
including SWEATERS—  
UNDERWEAR—  
BLOUSES—etc.  
at  
DEEP REDUCTIONS.



L. STRAUSS & COMPANY, INC.

STRAUSS SAYS:

STORE HOURS MONDAY

NOON NINE

(12 O'Clock) (9 O'Clock)



PLEASE  
No C.O.D.'s—  
No Layaways—  
All Sales Final—  
No alterations—  
excepting changing  
trouser lengths or  
sleeve lengths—on  
Suits, Trousers or  
Sports Jackets

## THE SALE IS ON!

On the Boys' Floor (Fourth)



## HALF PRICE and NEAR HALF PRICE

(It is to be remembered—that this isn't a Sale of everything in stock—it is to be remembered that this sale DOES include quantities of good warm Clothing for the younger generation (Strauss Clothing)—the reductions are deep—and they are real.

### 74 STUDENTS' SUITS— HALF PRICE

Sizes 33 to 40—at exactly  
HALF PRICE—were \$35 to \$50—  
while they last—  
17.50 to \$25

### 14 RUGBY SUITS— HALF PRICE

were \$5 to \$13—while they last—  
2.50 to 6.50

### 71 FINE SPORT COATS—HALF PRICE

sizes 33 to 40—and 14 to 18  
at exactly HALF PRICE—  
Were 12.98 to \$30—while  
they last—  
6.49 to \$15

### 141 PAIRS STUDENT WOOL SLACKS—HALF PRICE

27 to 32 waist—  
exactly HALF PRICE—were  
5.98 to 16.50—while  
they last—  
4.99 to 8.25

### 163 PAIRS JUNIOR PANTS—HALF PRICE

—wools and cords—  
exactly HALF PRICE—were 5.98  
to 6.98—while they last—  
2.99 to 3.49

AND LOOK ALSO AT THESE!

137 Pairs of STUDENTS'  
CREAM-CORDS—26 to 33  
waist—were 6.98—while  
they last—  
**4.45**

35 CADET TOPCOATS and  
OVERCOATS—sizes 12 to 18—  
Were 20.95 to 42.50—  
while they last—  
**\$13 to \$29**

65 MACKINAWS and LEATHER  
COATS—sizes 6 to 20 in  
the group—were 10.98 to 69.50—  
while they last—  
**\$7 to \$39**

REGULAR JUNIOR OVERCOATS  
sizes 5 to 12—were 23.95 to 28.95—  
while they last—  
**\$19 and \$23**

81 LEGGING SETS (Coat, Leggings  
and Cap) sizes 1 to 6—were  
17.95 to 39.95—while they last—  
**\$10 to \$23**

63 BOYS' SNOW SUITS—  
all wools and water repellent  
poplins—sizes 2 to 12—  
were 16.50—19.95 and \$25—  
while they last—  
**\$12—\$14—\$17**

126 JUNIOR SUSPENDER LONGIES  
Hockmeyer Corduroy—sizes  
2 to 8—were 4.98—while they last—  
**\$2**

ODDS AND ENDS SAFETY LEGION  
HEAVY JACKETS—were 11.98 to  
15.98—really wonderful buys at  
**\$9 and \$11**

61 PRS. SAFETY LEGION JUMPERS  
wool blend gabardine and corduroy  
were 4.98 and 3.98—  
while they last—  
**\$3.50 and 2.98**

51 COVERALLS—sizes 2 to 8—  
were 2.98 and 1.65—  
while they last—  
**1.98 and 98¢**

GATHER 'ROUND  
A table heaped high  
with odds and ends—  
priced to sell on sight!  
Included are Clearances of  
WINTER CAPS, SPORTS SHIRTS,  
HOSIERY, KNIT SUITS,  
CHILDREN'S UNDERWEAR,  
Odds and Ends of WASH SUITS  
Some of the reductions range  
to HALF.

# THE SALE IS ON AT STRAUSS

L. STRAUSS &amp; COMPANY, INC.—THE MAN'S STORE