

STRAUSS SAYS: TRADITION WITH A TOUCH OF TOMORROW

DOCUMENTARY EVIDENCE:

You know how it is—a store that through the decades has become associated in the public mind with "only the best"—would arouse in some people the thought—that Strauss has only things for fat purses—or for those in the opulent plateaus with 5 and 6 figure income (net). Of course, we have always presented—and always will present the choice and select.

If it's not too fine for London or Los Angeles—or New York or points in between—we do not deem it too fine for the discerning Indiana clientele that we serve! And we search the world for superlative things—the smart—the unusual—

But we are just as proud of the apparel and accessories of lesser cost—as we are of the top—"The BEST at YOUR price—no matter what the price." That's the story—and that's the performance! These lesser priced presentations not only carry the Man's Store's standards of taste and service—but in sheer downright VALUE they are outstanding!

For example and for instance—here is documentary evidence—There is more of it throughout the Store on every floor.

DOCUMENTARY EVIDENCE: MEN'S WORSTED AND GABARDINE SUITS—\$50

Clear-face worsteds and stocky Gabardines—tailored "soft"—with 1949 (and 1950) ideas in style—Single-breasted and double-breasted that men (especially young men) will give a cordial reception! (Second Floor)

DOCUMENTARY EVIDENCE: MEN'S 2-TROUSER SUITS—59.50

Hardy Birdseye worsteds—EXPENSIVE worsteds—that make these suits a VALUE to enjoy—and to get inside of. Single- and double-breasted styles. (Second Floor)

DOCUMENTARY EVIDENCE: MEN'S GABARDINE TRENCH COATS—37.50

A Trench Coat of substance and quality—GABARDINE—fine wool blended with rayon—that results in a texture of luster and body—water-repellent. You should see it!

DOCUMENTARY EVIDENCE: MEN'S COVERT TOPCOATS— PRICED AT 47.50

Made by Alpaga—**the top maker in the field**—and you won't find a fitting, better tailored, better coat (period) at anywhere near this price—it just doesn't exist! (Second Floor)

DOCUMENTARY EVIDENCE: MEN'S GABARDINE TOPCOATS—\$50

Alpaga—America's top name in the field of moderate price—knows how to give value—and these coats are Exhibit One! All-wool GABARDINE—cut and finished and tailored to give fullest satisfaction. (Second Floor)

DOCUMENTARY EVIDENCE: MEN'S COLORED ARROW SHIRTS—3.65

Brand-new stripes for the Spring of 1949. Regulation fused collars with button cuffs—and widespread collars (with stays)—French cuffs—Fine choosing! (First Floor)

DOCUMENTARY EVIDENCE: MEN'S WHITE ARROW SHIRTS—3.65

The DREW—white broadcloth with regular fused collar and button cuffs. The PAR—white broadcloth with widespread collar (soft) and French cuffs. (First Floor)

DOCUMENTARY EVIDENCE: DONEGAL COTTON FLANNEL SPORTS SHIRTS—3.95

Donegal makes a clean-cut, superior-type sports shirt—and these are that! Sanforized washable Flannel—in solid shades of gray, red and tan—Fine for now and thru Spring. (First Floor)

DOCUMENTARY EVIDENCE: DONEGAL FITZHUGH SPORTS SHIRTS—\$5

FITZHUGH (Fit You)—comes in COLLAR SIZES and SLEEVE LENGTHS—Teca Rayon, which has the body and feel of wool—and is WASHABLE—Nine (9) colors to choose from. (First Floor)

DOCUMENTARY EVIDENCE: MEN'S 6x3 RIBBED HOSE—55c

Made by Phoenix—who knows how to give comfort—and wear! The favored 6x3 Rib—in cotton. Rust, brown, navy, maroon, black, white. (First Floor)

DOCUMENTARY EVIDENCE: TEXTRON COTTON BROADCLOTH PAJAMAS—3.95

Sanforized cotton broadcloth in fresh new patterns. Regular coat, collarless coat, and Slipover styles—You should see them—you should sleep in them!

DOCUMENTARY EVIDENCE: MEN'S BOXER SHORTS FEATURED AT—95c

White shorts and patterned shorts—full-cut and nonbinding—the kind of VALUE we enjoy giving (and our patrons enjoy sharing)—(First Floor) P.S. Swiss Rib undershirts—combed cotton—59c



DOCUMENTARY EVIDENCE: AND RIGHT AT A MAN'S FEET—VALUE OXFORDS AT LESS THAN TEN DOLLARS!

Moccasin, wing tips and straight tips—heavy Oxfords and Oxfords not so heavy—advances styles and conservatively alert styles—but good choosing and good leathers and good shoemaking all the way! And just for proof that a man can get Oxford-ed but good for less than a ten dollar bill—we append these prices—8.95 and 9.95 (Repeat) 8.95 and 9.95 (First Floor Mezzanine—up a short half-stairway)

L. STRAUSS AND COMPANY, INC., THE MAN'S STORE STORE HOURS DAILY
9:30 TILL 5