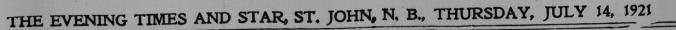
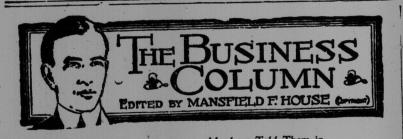
POOR DOCUMENT





Straw Hats, Frozen in Ice. Make Novel Display.

Abraham Told Them in No Uncertain Language.

Straw Hats, Frozen in Lee, Make Novel Display. Six 200-pound blocks of ice with a straw hat frozen in the centre of each, displayed in prominent places of the business district, was the unique manner in which L. Strauss & Co., of Indian apolis, opened their straw hat drive re-cently. Six brand-new straw hats were cent to the refrigerating company's plant where they were imprisoned in transpar-ent oblongs of ice. Each hat was placed in a 200-pound ice vat and frozen so that it would be horizontal, top-side up and near the top when the cake of ice was stood on end. The novel show cases, so to speak were then distributed in the busiest sec-tion of the down-town shopping district. One was displayed behind the large show window at the front of the Strauss ar cade. The other five were put on this sidewalk in front of the strauss ar cade. The other five were put on this sidewalk in front of the strauss ar cade. The other five were put on this sidewalk in front of the strauss ar cade. The other five were put on the strating two words—"Strauss says." The the residents of Indianapolis these ara household words, so that the passar inficance of the display. The unusually warm weather Monday helped to put the "sturt' over big. In the evening, the attention value of the sidewalk remblicity was takin ada

warm weather Monday helped to put the "stunt' 'over big. In the evening, the attention value of the sidewalk publicity was taken ad-vantage of in a follow-up in an Indian-apolis paper, where an advertisement was run with a wash-drawing in halftone of the straw hat incased in its block of ice. The argument of the picture was driven home by this copy: "Straus says, Tlime for straw hats—The place? We'll leave 't to you!'" 'When the freight rate from N

"When gas is back to ninety cents, "When shaves are back to ten cents, "When the freight rate from New York, now \$1.84, is back to ninety-seven

NO APPROVAL MACAULAY'S JULY Clearance SALE

Everything in this sale is marked at Genuine Clearance Prices, and will be found a great help in finishing out the season, as there are always lots of things to be replaced, and now is your opportunity.

Get Your Wants at This Big Clearance Sale

Sale Starts Friday 15th Ends Saturday 30th

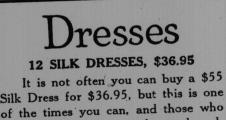
Coats Less 20% Our entire balance of Spring Coats will be cleared during this sale at 20% discount. There are many very effective styles in this range and various

materials, making it a pleasant task to select a coat of becoming style at such a low price. Think what it means-20% Off!

Children's Apparel

- GINGHAM DRESSES in very neat styles, trimmed with White Repp and Pearl Buttons-\$2.98 to \$3.75. CHAMBRAY DRESSES in many shades with piping around collar
- and cuffs; Bloomers attached to Dress-\$2.98 to \$4.50.

CHILDREN'S DRESSES in Pink or Blue Cotton, with White Collar and Cuffs, also Pockets and Belt-\$1.69 to \$2.19.



NO APPROVAL

of the times you can, and those who know values will be quick to take advant ze of this wonderful opportunity. \$55.00 Silk Dresses for \$36.95.

In



One Year Subscription to the DELINEATOR \$1.50

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