



**come! see! ROCHESTER'S  
NEW, AMAZING MEN'S CLOTHING STORE**

**NOW GOING ON**

**come! see! ROCHESTER'S  
NEWEST MEN'S CLOTHING STORE**

- 7,500 SUITS • 5,000 TOPCOATS • 2,000 ZIP-COATS
- 1,500 SPORT COATS • 6,000 SLACKS • TUXEDOS



**come! see men's  
clothing values  
we know you can't beat  
you can't even equal  
anywhere**

Tomorrow's the day! Stein's new, amazing men's clothing store opens its doors in Rochester. A huge men's clothing store devoted solely to the sale of men's suits, topcoats, sport coats, slacks. The men's clothing store with tremendous money saving values . . . vast selection of styles . . . fabrics . . . patterns . . . colors. The men's clothing store where you'll always find your size in exactly what you want!

Each and every Stein suit and topcoat is made in Stein's own factories. Each and every suit and topcoat is sold in Rochester, in Stein's Outlet Store\*. That's why there are savings every step of the way—savings that are passed along to you.

Rochester has the greatest clothing values in America. Rochester knows men's clothing values. That's why the men of Rochester will head for Stein's — America's Greatest Clothiers.

\* Also at STEIN'S FACTORY STORE

120 Ontario Street, Rochester. FREE PARKING.

**come! see STEIN'S  
"LUCKY"  
DEPARTMENT**

Every day from Stein's great factories . . . from many of Stein's 75 stores will come suits . . . topcoats . . . sport coats . . . slacks, to Stein's "LUCKY" department in ROCHESTER. Some are one of a kind. Some are "model" suits. Some are odd sizes. Some are over-production of certain styles. All are perfect. All are worth far, far more than they will be priced . . . worth far, far more than you will pay.



Located in our chain-wide warehouse . . . stores in **75** principal cities

**80 ST. PAUL STREET -- CASE BLDG.**

ONE BLOCK FROM MAIN ST.  
TEL: BAKER 8031