

Ayres Downstairs Store  
presents its

# AUTUMN MILLINERY CODE

Signed and Sealed with Fashion's  
Stamp of Approval . . . therefore  
worthy of a place in our . . .

**61st**  
**ANNIVERSARY SALE**

ABOVE: One of Fashion's jolly new sail-  
ors—with wide brim . . . shallow crown . . .  
and crossed hat pins—distinctly "a la Mae  
West" in line. Anniversary price, \$1.59.

★ ★ ★

BELOW: This is the Aviator hat . . .  
sophisticated "boat" silhouette that dips  
over the right eye—then rises in grace-  
ful curves to twin peaks on top of the  
head. \$2.55.

★ ★ ★

LEFT: (small figure) One of the new  
full crush berets, with low, flattering  
lines in front . . . and a perky bow to add  
height in back. Distinctive! Only \$1.59.

★ ★ ★

CENTER: This little turban is distinctly  
"individual"—for the woman who wants  
something a little different! In soft wool  
crepe—draped to form a "wing" to give  
height. \$2.55.

★ ★ ★

RIGHT: Here's another ravishing "indi-  
vidual" type—a stitched fabric sailor  
with curled ostrich tip on the back of the  
hat. Tip it on the side of your head—  
you'll be a "charmer." \$2.55.

**Quality  
Endures**

Individuality and becoming beauty is the keynote of fall milli-  
nery fashions. No woman can say: "I can't wear the new hats"  
. . . because there is such a large diversity of styles that *every* woman can  
find many hats to reflect her personality. And the new hats are *wearable*  
. . . with low, graceful front lines that gain height toward the back . . . a  
fashion that is almost universally becoming and youthful.

BERETS take a commanding lead for fall! Always a favorite, they take  
on new interest because they come in many new versions . . . soft and  
full—sophisticated smooth-front berets—new visor brims—and  
many with peaks or feathers.

PEAKS and POINTS on hats add height—and interest! You'll find them  
on almost every type of hat—berets, brims, turbans and toques.  
Cleverly manipulated—not extreme.

ORIENTAL ideas influence the fall hat mode . . . the "coolie beret"—  
many cuff-brim hats—and certain types of peaks.

INDIVIDUAL hats here aplenty. Hats that rise in front and are low in  
back—toques and sailors with an ostrich tip that stands straight  
up—the aviator hat, low in front, and curving up to two peaks on top.

FEATHERS and VILLS are noteworthy trimmings.

BLACK and BROWN remain the favorite colors.



★ ★ ★ **AYRES**  
**DOWNSTAIRS STORE**