



**Quality  
Endures**



**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 sailors—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 graceful 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.

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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.

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RIGHT: Here's another ravishing "individual" 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.

Individuality and becoming beauty is the keynote of fall millinery 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 VEILS are noteworthy trimmings.

BLACK and BROWN remain the favorite colors.

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