

## UNDER · THE · TOPPER

Perhaps the society column said *Pierre's* or the *Ritz*. But as a matter of fact, she made her debut at Saks-Fifth Avenue.

Before she came out she came in. For it's the custom to be costumed at Saks.

Not just because the store is looked upon as high hat. You must look, under the topper, to find the real reason.

High hat really applies to the fashions you find here. If they couldn't be worn at the Embassy Club, or at the smartest debutante party, they couldn't be at Saks. High fashions... snobbishly, ruthlessly, unmistakably high hat.

*But not high priced!*

Good taste is not a matter of money... at Saks-Fifth Avenue. Not when you can buy a coat in the highest of high fashion for \$47.50, as well as \$750. An evening gown for \$27.50, as well as \$250. Chic shoes for \$10.50; not only \$27.50.

The Third Floor (reserved for debutante fashions, sizes, and prices) tells you more than seven pages could. Strall through it... and you won't be content till you've shopped the other six floors too. If New York is the fashion center, the center of fashion in New York is Saks-Fifth Avenue.



Zwei neue amerikanische  
Inserate für Saks,  
New York

Photo: von Horn

Two recent American  
Advertisements for Saks,  
New York

## SAKS · FIFTH · AVENUE

Good taste is not a matter of money... at Saks-Fifth Avenue. High fashion does not mean high price. You've heard Saks-Fifth Avenue called "high hat"... but "high hat" is not a standard of prices, it's a state of mind. If it's Saks it's right... no matter how much or how little you pay.

### HIGH · HAT COUNTRY STYLE

Recently we said that if the custom of wearing a hat is to be worn at the Saks, it's high hat, here we mean high.

We should have included Western wear, riding boots, the hunting belt, the cowboy hat, and all kinds of sport, work, and all other where fashion is a habit.

For the Fifth Avenue Shop of Saks-Fifth Avenue, the custom is to be worn at the Saks, it's high hat, here we mean high.

The high custom is to be worn at the Saks, it's high hat, here we mean high.

In the Fifth Avenue Shop of Saks-Fifth Avenue, the custom is to be worn at the Saks, it's high hat, here we mean high.

And in the custom, it's high hat, here we mean high.



Good taste is not a matter of money... at Saks-Fifth Avenue. High fashion does not mean high price. \$7.50 for a fur coat or \$100... \$10 for shoes or \$19.50... \$2.50 for a handbag or \$2.95... if it's Saks it's right... no matter how much or how little you pay.

SAKS  
FIFTH ·  
AVENUE