

doubt the efficacy of this vehicle of publicity of his own accord, the strange practices of certain publishers, certain advertising agents and touts must finally have caused him to begin to doubt the honesty and respectability of the advertising business. He must really have asked himself: "advertisements, always advertisements?" And in answer, he sought new and different methods of capturing customers.

Thus at last came the great turn-about-face. Hundreds of newspapers and periodicals vanished, hundreds went into "Gleichschaltung", which might best be described as intellectual goose-step (losing most or all of their subscribers in the process), hundreds rose up anew or took a new lease of life for the moment. These processes of change lasted for months and are by no means concluded to-day. The new laws respecting editorial staffs, propaganda, regulations of all sorts are not yet so far advanced that the new face of the press can be clearly discerned. He who had

July 1933



**SAKS FIFTH AVENUE**

*Presenting  
Fine Evening Footwear*

... with something new in the use of formalized flower applique and multiple slender strippings for decoration, something unusual in designs of lattice work, very open, something of formal elegance in the treatment of crepes, satins and brocades of old-time richness... developed in the famous Fenton and Saks-Delman lasts.



Satin evening sandal with metal braid strippings; white with gold or silver, black with silver, brown with gold. 15.50




Satin evening sandal in white, black, gold, and or gray, with a formal applique flower of gold and silver braid. 15.50

NEW YORK - CHICAGO

#### Advertisements for Saks Stores

Strongly romantic atmosphere. The goods offered, only, are realistically drawn.

July 1933



**Announcing our complete collection of  
FUR FASHIONS**

designed on the premises and offered during the month of August at prices decidedly lower than those to be effective in September.

... to see the Saks-Fifth-Avenue fur collection in August is to see the fur made of 1933 in its most exclusive phase... furs distinguished by a fluency of line made possible by the handwork of most expert furriers.

Sable • Ermine • Mink  
Broadtail • Caracul  
Semi-precious Furs

**SAKS • FIFTH • AVENUE . . . NEW YORK**