



**START THE DAY**

WITH  
**A STRAW**

--- Don't be "hot-headed" this summer

Choose A

**PORTIS STRAW**

For light weight comfort

**\$1.50 TO \$2.50**

Look in the window that displays the  
Native Girl

*McCanderson Co.*

# NOW... IT'S OFFICIAL!

Today is 'Straw Hat' Day



## May 10

Choose a

## Good STRAW



*The "HOPKINS"*  
*Trade-Mark*

----your bill of rights!

"Hopkins" is one of America's famous brand names—a name in which men have had complete confidence for over a period of years.

Look for the Hopkins Seal when you choose your new Straw Hat. It is a "bill of rights" which guarantees to you as a customer, the right to buy a known quality, the right to be sure of expert styling. The right to be sure of fair prices.

**KEITH'S**

*"The Store For Men"*

**PENNEY'S**  
J. C. PENNEY CO., INC.



*Solar  
Straw\**

at **2.98**

Smartly tailored for style and comfort. Fancy light weight Palm weaves and ventilated fiber meshes.



at **1.98**

Designed for comfort! Fiber meshes with leghorn stripe effects and pinch-front woven mesh hats.

\* Reg. U. S. Pat. Off.

**TODAY IS STRAW HAT DAY IN PAYETTE**

The day that men officially decide to give their head a break by wearing a cool, fresh straw — and here's a tip — this year good straws aren't too plentiful—so why not come in Friday and Saturday and choose yours from peak selection. You'll find new coolness and comfort in the fine new straws.

**STRAWS ARE HERE IN**

**ALL THE LATEST**

**SHADES**

**DROP IN YOUR FAVORITE TOGGERY  
STORE AND CHOOSE YOUR**

**STRAW HAT**

**TODAY**

## STRAWS



Interesting **WEAVES**

Becoming **BRIMS**

**CROWNS**

Get your felt hat off to the cleaners, then store it away for next Fall and Winter! But this summer relish the cool comfort of a fine shape holding straw such as these. Light and dark colors. Wide and narrow bands.

Styles Becoming To All

\$1.50 - \$1.95 - \$2.95 - \$5.00

**HOBBS MENS SHOP**