

A Glossy Magazine Ad That Ran in the Spring of 1941

Henry Goes Haywire!



BURLEY—GENUINE PANAMA \$5 • "Hollywood, here I come! Long beaches... lovely ladies around me... fashion artists sketching this hat with its Guatemalan band... I'm a sensation... for \$5! I'll keep it!"



SARAWAK \$5 • "Look at this movie star effect... a musketeer on a coconut isle... (My autograph?... Certainly, ladies.)... more speed and dash than a destroyer... \$5 worth of social dynamite... I say yes!"



PALMETTO \$3.50 • "Big tobacco-and-sugar man from the Caribbees... air-conditioned tycoon... perfect for my linen suits and gabardines... wahoo! Look at that printed East Indian band! It's mine... take the \$3.50!"



SENNIT \$3.50 • "What a hat for a Summer suit... cool, too... lattice mesh all around the crown. I look like an economic royalist... for \$3.50. Just the dish to borrow money from the bank in... I'll take it!"



MINDORO \$3.50 • "And here's my going-away hat... slant crown and saddle-stitched green crêpe band... there's sweep to this hat... Saratoga, get ready... ole Cap'n Henry is a-shovin' off! \$3.50?... I'll buy it!"



BURMA \$5 • "Breezes, blow me down right through this loose-woven cooler... this is my lucky hat. Keep a cool head, say I, if you want to soften up prospects. I'll get ideas under this hat... here's the \$5!"

Stetson Straws



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