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Why Do You Buy Your Hat?

By MARGARET KINGERY

Slender, wear a broad brimmed or a medium wide hat and avoid looking taller by using horizontal instead of vertical lines in trimming. It is impossible for the world to overlook you—even if you are unusually short, if you wear a small hat with upturned brim and high trimming. Some people are fortunate enough to be neither too tall nor too short, too wide nor too narrow and they need never worry about width of brim, except in relation to their head silhouettes.

When suiting the hat to the lines and proportions of the head, see first of all that the crown actually fits the head. When a hat feels tight it surely looks worse than it feels, for it invariably slips up on the forehead. It is just as bad for your hat to be too large, even if it is padded to feel comfortable, since the outside of the crown still retains its appearance of width and looks as if it might slip down any minute. Crowns are rather high this season but if your face happens to be small and your chin short a high crown will only emphasize these shortcomings. As a contrast, just imagine a girl with a long, large chin and a high forehead, wearing a low flat crown.

Have you ever seen a girl who has a round, full face wearing a turban with a square crown? Perhaps you have wondered why she looked so bulbous, and have never realized that her hat was the reason. This type of face appears less round when a hat with square crown and straight lines is worn. A turban, usually the most abused type of hat, looks best on a slender girl with a slender face, and her hair worn wide over the ears. Good advice to the average person is to avoid turbans as you would the plague, unless you are sure it is the best type of hat for you. It is too severe for an older woman for it exposes the face, giving no sheltering shadows. Any unusual features such as a sharply pointed nose or chin, a turned up nose or a receding chin are all brought out more prominently by the brimless hat.

Color in hats presents another interesting problem. How many times have you bought a black hat because, “it goes with everything”? In reality it just as often goes with nothing because it doesn’t go with your coloring. Personal coloring should be considered first. The color that is becoming to you usually goes well with your clothes. Brown, for instance, or green, blue or purple, when worn by the right person look well with many colors in clothes. They would all be harmonious with a navy or brown suit. A hat all of one color may be unbecoming but with the addition of a facing of another color, may become harmonious. Blue facings, as an example, often make blue eyes look bluer and more striking. Black is very striking when worn by one with fair skin and colorful hair but she who has faded skin and dull hair should avoid it for the whole effect is gloomy and depressing.

When all of these questions have been answered favorably, in the hat that you choose—prove that the rules are worth following by wearing the hat well. This is truly an art and an art worth acquiring. Study the lines of the hat, and place the hat on the head so that these lines are harmonious with the lines of the face and the hair. If this is done, your hat will never appear—as so many do—as if it just happened to light on your head, but it will seem to belong there. If worn too high or too far back, your hat will look unnecessary and rather foolish. A hat worn too far down over the eyes coarsest the features. The eyebrows should always show and a part of the forehead at times.

Before being perfectly satisfied, observe the effect from every angle, and see that each view is equally as good as the front view. The final test of a well dressed woman is her appearance when seen from the back. I wonder how many of us can pass this test favorably.