

THESE HATS WON'T CRUSH

Take a seat, Madam. Don't mind the hats. And don't be alarmed, girls. They're practically Paris models, but made in a new material, and as you see, they're uncrushable. In fact, all but indestructible. No more 50-guineas creations ruined after one wearing. Two hats in a fountain, but don't worry. In this material, they're waterproof and drip-dry. Not like that Brand X, are they?

What smart hats can be made of the latest scientific gift to the fashion world was displayed at a West End show.

Now mind where you put your feet; Of, course, it doesn't matter with Netlon, does it? But wait; men won't save money buying their wives everlasting hats. What women want is a new hat - as often as possible.