

LATEST HATS KNEAD LOTS OF DOUGH

Chicago fashion houses salute the Spring with something really new in hats. Not only in design but materials too. To the smart woman the hat crowns everything and if it crowns it a bit outlandishly, let's remember the war-years-of-no-hats-at-all, and try to forgive.

For church, what could be more appropriate than wearing All right for church, but fancy sitting a sizable cathedral. behind it at the movies!

As for the new materials, well, we shall no longer be able to say, I'll eat my hat, because this year's hats can be eaten.... What's the explanation? Well, the chef at the Congress Hotel had an idea. Swell hats always cost a lot of dough, so why not put the dough in to begin with.

(angle) That's the hat. Now the trimmings. ~~And~~ So the masculine milliner gets to work with sugar-butter and robs husbands of all excuse to go to Paris in search of hats the little wife really deserves. Bake in a slow 2 hrs

~~_____~~

~~_____~~

oven 7 u solve the problem o x
2 wear at Arcot! 7 try up
wearing 8 to wear

Steckman
Putnam
#73
Excl.

May 6, 1947

1. TITLE: FASHION NEWS - CHICAGO SAYS IT WITH HATS!
2. Michigan Boulevard! Spr-ring! And - as women anywhere will tell you - there's no Spring Tonic like a new hat! This little bundle of fluff is called "American Beauty". Sweet, isn't it? Why, it looks good enough to eat!
6. This is not a doilie! It's a hat! Honest!
7. And here, ladies, is your "Sunday-go-to-meetin'" bonnet! Isn't it in-spire-ing? But, then, we always said there's no accounting for women's tastes! Take little Betty Zenker, for instance. Betty claims this little model should satisfy any woman's hunger for something different!
10. Betty's dad, John Zenker of Chicago's Congress Hotel, is the baker-maker of all these delicious styles! Ah, but we husbands knew it all along - from painful experience - there must be dough in making women's hats.
14. Next, he mixes a millinery batter! This is the part that gives milady's chapeau that expensive look! You know - the "heavy sugar"????
19. There now! Brimful of flavor and a regular ration of fashion!
20. Mr. Zenker's masterpiece is Lohengrin's Swans! Very tasty!
And so real it looks like it oughta swim! And say, speaking of beautiful swans - that's no Ugly Duckling under that hat, either.