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PRINCESS SETS FASHION.

Nearly every woman remarked (as the going-away pictures of the Princess came on the screen) "What a delightful hat". Now, there will be thousands of replicas of it.

A few days later one factory alone was turning out at the rate of a thousand a day. This is a glimpse of how most hats begin. If you want a model you've got to pay the price, more than most girls can afford. Hence that unbearable moment when another woman approaches wearing your bonnet.

Princess Margaret's hat was feather-light, of swirled yellow tulle stitched all over with tiny bows. The replicas are being delivered to the shops as fast as the vans can take them.

And as fast as the shops can serve them they're being snapped up. It's a shape that appeals to women of all ages, quite apart from the background of royal romance. Hurry up, girls, or you'll keep your yacht waiting.