

WHOLESALE MODEL MILLINERY
LONDON PARIS

## AT LAST! UNCRUSHABLE MODEL HATS

Dolores, who make hats exclusively in this country for Christian Dior, today (Thursday, June 1) launch a new, original type of millinery which, they believe, will make women more hat conscious.

The new hats are made from Netlon, a material perfected in this form exclusively for Dolores by Spicers Ltd., the paper people.

Mrs. Dolores Rosen, Managing Director of Dolores hats, asked

Spicers to find her a material that "is waterproof, can be crushed ...

or even sat upon".

Result? Netlon hats which make it possible for women to wear hats on every occasion throughout the year. On holiday they can be put into a Noton suitcase and taken out hours later, still looking as fresh as when they were packed. They can be worn in the rain and still retain their shape. Indeed, Netlon hats can accidentally be sat on without spoiling their appearance. They are virtually uncrushable.

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## **DOLORES (HATS) LIMITED**

Dolores House 73 Welbeck St London W1 Tel: Hunter 1522 (3 lines)

Telegagass: DOLOHATS, WESDO, LONDON Cables: DOLOHATS LONDON

Says Dolores Rosen, who designed today's exclusive Dolores collection in Netlon: "These hats are made for all the year round wear. They are gay and delightfully feminine. The new material means that it is no longer necessary to carry a hat box when we go away. Netlon hats can be packed away with the rest of the clothes in a case or a beauty box without fear of damage. And you do not have to worry about wearing a Netlon hat in the rain. Netlon shrugs off the wet.

"When I was in Paris recently I bought a lovely model hat. I have redesigned it in the new material and it is in today's collection. It is certainly as lovely, and as easy to wear, as the original."

The new range of Netlon hats by Dolores is already in shops and stores throughout Britain in a wide range of colours at prices ranging from 49/6d. to five guineas.

Say Spicers: "We believe the new material will prove popular here and throughout the world and provide a new boost for British fashion exports."

END

Further information: Doreen Gainsford, HUNter 1522

## NETLON HATS by DOLORES

		Approx Retail price
ALICIA	Picture hat with draped brim and self rose trimming.	5 gns.
APERITIF	Rose petal bouffant cap.	4 gns.
BLACK DIAMOND	Cocktail cap with roses forming low back	49/6d.
CAFE NOIR	Draped pillbox in coffee and black.	
CARAVELLE	Pillbox with godet folded brim.	4 gns.
CASUAL	Head hugging cloche trimmed with self box.	49/6d.
CENTRE COURT	Head hugging cloche.	49/6d.
DRY MARTINI	Wig cap covered in tiny bows.	4 gns.
EDANA	Face framing picture hat.	4 gns.
GISELLE	Cocktail hat of full blown rose with veil.	49/6d.
MARGUERITE	A close fitting hat swathed with contrasting_Colour.	D.
PINK CHAMPAGNE	Cocktail hat studded with tiny self flowers.	75/11d.
ROYAL ASCOT	Picture hat with pleated brim.	€4.19.11d.
YVONNE	Frilled cap of gathered Netlon	4 gns.
WHITE LADY	Off the face ruched hat.	4 gns.
SUMMIT	Coiled pillbox	£4.19.11d.

All the hats listed above and shown to you today are in NETLON and designed exclusively by DOLORES.