

How to be RIGHT ON TOP



A PERSONAL GUIDE TO THE RIGHT HATS FOR YOU

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Thanks for the article

*This is for the local
hat man*

Bob



SiliconGraphics
Computer Systems



This little booklet is about hats . . . but not all hats. It is only about those that are *the right hats for you.*

Whether you are a "freshman" at hat wearing, a "sophomore" or an experienced "senior," we believe that you will find much to interest you here.

Your hat is a very personal possession. If you have chosen it carefully and wisely, it will repay you handsomely whenever you wear it. It will add manliness and poise to your appearance wherever you go.

The purpose of this booklet is to show you how you can own one or more such hats . . . how to select, care for and enjoy them always.

WELCOME, **F**RESHMAN!

If you have never worn a hat before but are thinking of buying one . . . or if you now own a hat and would like to know more about it, this section is for you. (It will also make a good brush-up course for the more experienced hat wearer.) You'll find there's a lot of fun and satisfaction in store for you, staked out on the following pages. So . . . welcome!

7 WAYS

**YOU'LL
BENEFIT**



FROM WEARING A HAT

1. A hat gives you an air of authority and self-assurance. Without it, a man often looks immature; with a hat on, he appears more masculine and more resolute.

2. You'll feel better wearing a hat. In the winter, a hat helps you retain body heat, shields the head against exposure. In the summer, a straw hat reflects up to 93% of the sun's rays!



3. A hat guards your hair. The sun's rays bleach the hair; make it dry and brittle. Scalp experts say the best protection against sun evaporation of natural hair oils is to cover the head.



4. A hat can help you do better, too. Many employment agencies and personnel managers point out the importance of hat wearing as an aid to good appearance in the business world.

5. You show added courtesy and respect when you wear a hat. There is no substitute for the little sign of honor a man shows a woman by tipping his hat. (Or by raising it to older folks or touching it in salute.)



6. You express your own personality. There are so many different kinds of hats you can choose from, it's easy to select the hat that "tells the world" exactly what you want it to say about you.

7. You enrich the appearance of everything else you wear with the proper hat. It adds refinement and unifies your entire ensemble.



HOW MANY HATS

CAN YOU PICK FROM?

That's a question to stump the experts! You see, while there are nine *basic* styles, you can alter the character of a hat so radically by changing the width of the band or brim, or by modifying the height or shape of the crown, that the combinations and variations start multiplying like rabbits. However, here are the basic nine; you can take it up from there:

1. THE SNAP BRIM. Actually, many styles have brims that curl at the back and are "snapped" down in front. The identifying marks of this style are really the pinch-front crown *plus* the snap-brim.



2. THE TELESCOPE. Also has a snap brim but the crown is folded in on itself like a "pork-pie" creating a lower-crowned and more youthful effect.



3. THE OFF-THE-FACE HAT. Similar to the snap brim but the brim is worn up. Its crown is sometimes undented and has a long, even crease on top.



4. THE HOMBURG. An off-the-face hat distinguished by a gracefully turned brim-edge, often silk-bound.



5. THE TYROLEAN. Identified by a tapered crown, narrow brim and unusual band treatment. Comes in a great number of felt finishes.



6. THE WESTERN. Broad-brimmed and spaciouly proportioned. You can't miss this one!



7. THE CRUSHABLE. Fold it up and put it in your pocket! It can be (and often is) shaped in any of a dozen ways.



8. THE LIGHTWEIGHT. A new departure in weight and character of felt. Specially made for lightness and resiliency.



9. THE SPORT HAT. Bright, vivid colors and a free-wheeling use of fabrics characterize this great new kind of hat.



10. Did we say *nine* basic styles? Yet that only touches the surface. There are formal silk hats and opera hats and derbies. There are specialty hats and a vast new collection of caps. And then there are straw hats in great abundance. Actually, today your choice of hat styles is limited only by the time and effort you can spend looking at the greatest variety of hats in men's clothing history!

6 POINTS TO CONSIDER

IN CHOOSING YOUR HAT



1. SIZE. First, of course, you should know your head size. That means, both a number *and* a shape! Hats come in long ovals and round ovals and in variations of each.



2. FACE SHAPE AND FEATURES. Your facial shape and features are important, too. Crown height and brim width should be correctly proportioned for you.



3. BUILD. Your physique should be considered. A hat can add inches to your height if you wish, or it can modify your tallness.



4. COMPLEXION. If fair skinned, a neutral or dark shade will set off your complexion. If tanned or dark complexioned, a lighter shade will accentuate your tan; a medium shade will tone it down.



5. WARDROBE. A hat is an important part of your wardrobe. Choose it to harmonize with your suits, coats and furnishings. Consider the color, texture and style of each when you buy your hat.



6. SPORT, DRESS OR BUSINESS.

Whether you're going to work or play, dress-up or knock around, choose a suitable hat for the purpose, and you'll have more fun doing it.

YOUR HAT WARDROBE WHY, WHAT AND HOW



A selection of good-looking hats permits the spice of variety and insures that you'll always be properly dressed. It permits one hat to rest and air out while you wear another. And it helps your hats look better—longer.

Four hats make up a basic hat wardrobe.

You can add to these as you go along:

1. A SNAP BRIM leads the list. It goes with single or double breasted suits of worsted, cheviot or flannel; with woolen or worsted coats. Its neat, business-like lines make it ideal for work and day-to-day wear.

2. AN OFF-THE-FACE HAT is good for business wear and goes well as a dress-up hat. A good way to "triple-up" on these two hats is to choose a different brim edge (welt, bound, raw or felted) for each.

3. A TELESCOPE OR TYROLEAN is correct with casual or leisure-type clothing like tweeds, or shetland and gabardine jackets. A tyrolean can perk up any leisure outfit and is a refreshing change from the week-day style.

4. A STRAW HAT completes the basic list. The snap and style a new straw gives your summer outfit as well as the head-comfort it provides, earn it an honored place among your headwear necessities.



GETTING DOWN TO FACES . . .

**HERE IS SOME
EXPERT ADVICE**

DEEP FULL FACE. Needs a medium height, full-crown. A wide snap brim, snapped full across is becoming.



SHORT FULL FACE. Requires a medium crown with a very slight taper. Brim should be flat-snapped and any tilt avoided.



LONG SLENDER FACE. Takes a tapered moderate height crown, moderate width brim, well-rolled with a full snap to "fill out" the features.



SQUARE FACE. Is softened with a rounded medium crown. A full snap brim or off-the-face hat is ideal.



TOP-HEAVY FACE. Is good-looking under tapered crown. Brim should have roll and short snap. Do not tilt the hat back as this tends to show too much forehead.



SHORT SLENDER FACE. Needs a low crown shaped high and narrow at front, low and spread out at back. An off-the-face style will add inches to height.



AVERAGE FACE. If your face is not too round, too long or too anything, you have no problem. Almost any hat that doesn't go to extremes will do.

YOU'RE A **S**OPHOMORE!

Now for the finer details! Do you know how your hats are made? You'll find that information in this section . . . plus other tips on how to get more enjoyment (and longer service) from your hats.

HIGHLIGHTS

OF

HATMAKING



Most people are surprised to learn that a fur felt hat isn't really "one piece" but is actually made up of millions of tiny fur particles so tightly interlocked that a strong man cannot pull them apart!

The fascinating process that turns wisps of fur into one of the lightest (in relation to tensile strength) most resilient and most water-impervious fabrics serving man has been known and improved upon for more than two thousand years.

It begins with the shearing of the downy under-fur of rabbits, hares and beaver, imported for desired qualities from as far away as New Zealand. The fur fibers have tiny barbs, visible under a microscope, which mat and interlock under moisture, heat and pressure. This is known as the "felting process."

An initial felt cone is made in a special blowing chamber. At this stage it is about two and a half times the size of the finished hat it will become, and very fragile. By a series of hot water and rolling treatments calling for a high degree of manual dexterity and skill, the felt shape is reduced to about ten inches in height. The fibers have shrunk now and the barbs are locked securely together.

The rough shape is then formed on a carved wooden block and at last blocked to final size with steam and an iron.

Along the way it has received other skilled and careful treatment: early in the felting process it has been dyed; then the brim has been impregnated with shellac to stiffen it; and later, the entire hat has been rubbed by sandpaper many times to the desired degree of smoothness.

Finally, the hat is trimmed; the leather, lining, band and bow sewed on and the hat is finished—a product of fine, painstaking American craftsmanship.



FUR



FIBERS



FIRST CONE



LATER STAGES



IRON and PRESS



FINAL SEWING

8 TIPS

ON FITTING YOUR HAT TO YOUR FACE



1. BRIM WIDTH. Brims on most popular hat styles vary from $2\frac{1}{4}$ to $2\frac{3}{8}$, $2\frac{1}{2}$, $2\frac{5}{8}$, and $2\frac{3}{4}$ inches in width. A fraction of an inch more or less can make a heap of difference.



2. BRIM FLANGE. This refers to the angle of roll and snap on a brim. A sharp snap or flat-set brim can perk you up or drop you down. Some brims are snapped wide across the hat; others much less so.



3. CROWN SHAPE. Conservative (side dents or undented) or fashionwise, the shape of your crown denotes your taste. Consider the effect of several variations before deciding.



4. COLOR. The color of your hat should fit your face and character as well as harmonize with your clothing.

5. BRIM TYPE. Turned up or down, curled or snapped, every brim gives a hat a different character and gives you a different appearance. There's probably one type that suits your face best.



6. CROWN HEIGHT. Too high or too low a crown can ruin an otherwise handsome appearance. Ask the salesman to vary the height to find the most flattering proportion.



7. BAND WIDTH. This affects the visual height of the hat above the eyes and is a matter of personal and local preference.



8. ANGLE ON HEAD. You can change the style of almost any hat just by wearing it at a different angle! Some men can wear a hat way back on their head, others can't. Find out which helps you.



Remember, even though you've never worn a particular style or shape before, it may be the perfect hat for you. Give the "new look" a few minutes to sink in. After the first novelty has worn off, you may be proud of the way you look in it for many seasons after.

10 RULES

FOR A LONG AND HAPPY HAT LIFE



1. When putting your hat on, hold the brim firmly at front and back with the tips of the fingers close to the crown.

2. When placing a snap brim hat down, either turn the brim up or set the hat on its side. No brim will hold its shape if left on the "snap."

3. Hang your hat up carefully where it will not be crowded or jammed out of shape.

4. Keep your hat dust-free. A drop of rain on a dusty hat makes a mud-spot that is hard to remove.

5. Use a soft bristle hat brush to keep your hat clean. Brush with the nap: start at the bow and brush toward the back.

6. Turn the leather band up occasionally and let the air at it. This will help perspiration and hair oil evaporate.

7. Keep your hat away from radiators, stoves, etc. It is shaped with heat and heat will change its shape.

8. If you get caught in the rain, push out the creases and dents, turn the brim up and fold the leather band out. Stand the hat upright and allow it to dry at room temperature.

9. For renovating, take your hat to a qualified shop or return it to the hatter from whom you bought it for factory-renovation. It may cost more but you'll find it well worth it.

10. Be fussy about the company your hat keeps. Don't permit it to be stacked with others as the hair oil on someone else's hat may be transferred and mar the crown of yours.



HAIL THE **S**ENIOR!

If your hat has ever attracted an admiring look from a member of the opposite sex, or if a friend has ever asked you, enviously, "Where can I get a hat like that?" mister, you're a senior hat wearer!

There's little that we can tell you about the pleasures of hat wearing. However, the expert suggestions on Colors in Hats and the list of Hats with a Purpose which follows is provided as a check-list for easy reference.

COLOR IN THE SEASONAL HAT

In the winter, hat colors are noticeably deeper and richer. Spring hats, however, are usually softer and lighter in shade. Eye-pleasing pastels and colorful bands distinguish the hats you'll wear in mild weather, to top off your lighter-colored spring suits or topcoat.



COLOR ACCENT WHERE YOU WANT IT

The man-in-the-know uses color the way an artist uses a highlight . . . to dramatize a particular spot. You can choose a hat that will catch the color of an accessory (tie, tie clip, jewelry). Or, one color in your hat can center eye-interest above the shoulders, while another can unify your ensemble from top to toe.



HATS WITH A PURPOSE . . .

HOW TO CHOOSE THE RIGHT HAT AT THE RIGHT TIME



FOR BUSINESS WEAR

If you have three suits and an overcoat for daily wear, you should have at least two hats of either the snap brim or off-the-face styles. This will allow you to match suit and hat colors correctly; allow a fresh change daily.



FOR CAMPUS, COUNTRY AND RESORT WEAR

A leisure jacket in your wardrobe calls for either a telescope, a crushable felt or a tyrolean. Any one of these styles fits off-time hours like the easy-hanging, relaxing kind of clothes they were designed to be worn with.



FOR DRESS-UP BUT INFORMAL WEAR

A "special occasion" snap brim in a lighter or darker shade is suitable for those going-out good times. Or choose an off-the-face hat which is a bit more festive.



FOR ACTIVE SPORTS WEAR

For golfing, hunting, fishing or just getting out into the sun, you can choose from the biggest hat family of all . . . the sports hat or cap in vibrant colors, different fabrics and a wonderland of special-purpose styles.



FOR FORMAL WEAR These are the events that don't come every day . . . so take full advantage of them when you can.



FOR SEMI-FORMAL EVENING WEAR, a black homburg or black snap brim is correct with a dinner jacket.

FOR FORMAL DAY WEAR, a high silk hat with a wide felt band is correct with your cutaway. (The gray homburg is permissible on less formal occasions.)

FOR FORMAL EVENING WEAR, a high silk hat or collapsible opera hat are proper with tailcoats.

COLOR IN HATS

here are some winning combinations

THE BROWN HAT

1. COMPLEXION

Best for ruddy or dark. Good for most but avoid if sallowness or olive.

2. HAIR

Almost any shade except gray.

3. CLOTHING

Brown or green suits or coats. Dark brown hat is acceptable with dark gray or blue suits. Avoid tan-blue or tan-gray combinations.

4. FURNISHINGS

Contrasting yellows, dark greens, wines are good. Light brown furnishings go well with a dark brown hat; dark brown furnishings are good with tan hat.

THE GREEN HAT

Best with ruddy complexions or healthy olive. Avoid if pale or sallowness.

Accents red hair. Good with all shades.

Best with brown or tan suits and coats. Also with light and medium gray and acceptable with dark gray and black.

Best if the green tones of the hat are repeated. Brown and buff are good. Black and white in combination and mulberry or pale yellow add a dramatic touch.

THE BLUE HAT

Best with ruddy, fair or light-flushed. Good with sallowness. Avoid dark shade with very pale complexion.

Also accents red hair, good with all shades.

Best with blue or gray. Acceptable with neutral, brown and tan. Match blue tones closely (as all shades of one color) to avoid clashing or contrast dark with light shades.

Blue in shirt, tie and muffler goes best. Gray or neutral brown is pleasing. Yellows and wines provide good contrast.

THE GRAY HAT

Best with light or fair. Neutralizes a ruddy complexion. Avoid if sallowness.

Blond, brunette or gray; tends to tone down brown.

Light gray is best with blue, dark gray or black clothing. Dark gray is best with gray or green. Least attractive if worn with brown.

Gray is neutral and permits a wide choice of colors. Black and white with vivid contrasting touches of green, blue or red, are good.

Your Hat is Your Diploma

Whatever your "class" when you began this booklet, we hope that now your hat will show that you have graduated with highest honors! Here is a brief review for your easy reference:

1. The right hat can help you look better, express your personality, do better in business and feel better always.
2. You can choose from at least nine basic styles and many variations of each, so that your hat is always exactly right for you.
3. Consider your headsize, face and features, physique, complexion, wardrobe and purpose for wearing it when you choose your hat.
4. A hat wardrobe is easy to build and consists of at least four hats: a snap brim, an off-the-face-hat, a sport hat and a straw.
5. Your hat is made with skill, patience and time and will reward you with long wear if you follow the simple rules of properly caring for it.



6. The fine points of choosing a hat for your face, for its color, and for the different occasions you'll wear it are all important for a full enjoyment of the hats in your wardrobe.

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