

# Fashion Page



*Corasmith*

Fashion and Beauty Time

"What's going on"

Spring

## Starting from the top and above it all

Put on "your Easter Bonnet, with all the frills upon it and you'll be the grandest lady in the Easter parade!" The demise of the hat was only a temporary phase in fashion history. Traditionally, hats were the final touch of completing any costume.

Hats are often worn to express an attitude of: chic sophistication, demureness, sweetness, charm or being foxy. They are worn also as a cover-up for the blahs (especially the Sunday blahs) or to disguise a messy hair style. My favorite Auntie, a collector of hats, always maintained, "Seal it off with a hat, for all occasions." To some, the hat is a way of framing and highlighting the face. The brim of a hat, in particular, can indicate feelings and attitudes—cocky, sad, or chic. For men, a hat can top off that perfect business suit. A hat makes a statement of importance. It can symbolize authority. It expresses the way you feel.



The insecurities of wearing a hat diminish with knowledge in the selection process. Choose your favorite hat salon or milliner and let the hands of experts pamper and service you. In selecting a hat, all angles of the head, face, ears and neck should be taken into consideration in relation to the brim, width, color and shape of the hat. Ornamentation can be fun, but one must be careful. Over-exaggeration can destroy your total effect. On the other hand, though, the addition of ribbons, bands, scarves, feathers and jewelry can enhance or update your hat of the hour.



Color and texture play a very important part in hat selection, especially in relation to the season. The newest trend for Spring Fashion is the wide, full-brimmed hat with a shallow crown. We look to yesteryear for that flirtatious and sassy look... soft curls to be seen on the neck, the chic French roll or the clean appeal of the chignon.



Whatever fashion approach is taken, the effect achieved should be eye-catching. The look and style of hats only changed by the seasonal fabric. Whether formed and styled as a boater, French beret, Fedora or a hat of the broad-brimmed garden party variety, the wearer should not forget the face underneath. The hat will attract attention but the make-up assists in the final effect and balance of hat and face.

Color coordination is vital to the relationship. The color of the hat should be coordinated with the face colors. Eye make-up can be played down when wearing a large-brimmed hat, but the remainder of the face should be highlighted. Flawless skin, lips and cheeks create the look of vibrance and vitality. With a smaller hat, the face make-up can be emphasized more.



The return of the beautiful hat is a symbol of historical merit. As fashions changed, hats underwent "trendy surgery" almost to the point of extinction. The dominance of the casual blue jeans almost created a fashion nightmare to the hat industry. With the upswing of the total fashion look, however, hats are "coming out" in abundance and are easily found. Hats up, ladies, it's what's on top that counts and you can be the grandest lady in the Easter Parade.

(Photos by Richard Brown)

Ralph's Hollywood Florist  
**Flowers From Hollywood**  
 IN YAWS RESTAURANT  
 2005 N.E. 40th  
 Portland, OR 97212  
 249-1888  
 We Deliver Anywhere

**John Helmer**  
 haberdasher offers

**20% to 50% OFF!**  
**STETSON**  
 Dress & Western felts  
 reg. \$38.00 to \$75.00  
**NOW \$18.95 to \$55.95**

Caps, Wool Hats, Rain Hats  
 Western Straws values to \$25.00  
**NOW \$5.95**  
 One more week only

**John Helmer**  
 969 SW Broadway  
 Across from the Hilton  
 223-4976  
 Hours M-F 9:30-6 Sat. 9:30-5:30

**BART'S HUSH PUPPIES®**  
**CRAYON COLORS**

Pretty pastel multi-colors accent these two sandals: One with a go anywhere walking heel, the other in a fashionable wedge—and both have built-in Hush Puppies comfort. In smooth finish multi-colors, \$29 each. Shop Sundays 12-5.

**BART'S HUSH PUPPIES**  
 Phone & mail orders filled promptly. Send to:  
 3275 SW Cedar Hills Blvd., Beaverton, OR 97005.

WOMEN'S SIZES IN STOCK										
Size	4	5	6	7	8	9	10	11	12	13
Narrow										
Medium										
Wide										
Extra Wide										

BEAVERTON MALL 641-BART  
 MALL 205 253-6539  
 EASTPORT 771-8252  
 JANTZEN BEACH 289-6451  
 NORDSTROM MALL 371-7637 SALEM

Only one of over 250 styles of Wedding & Engagement Rings in stock...from \$225.00

A diamond for that very special person.

No interest  
 No Money Down  
 Up To 10  
 Monthly Payments

207/477

**Stevens & Son**  
 JEWELERS & GOLDSMITHS  
 LLOYD CENTER 284-2101 • JANTZEN BEACH 285-9226  
 SALEM 364-2224

**MRS. C's WIGS**

**\$5.00 Wig Sale**

64 DIFFERENT STYLES AT \$5 IN A VARIETY OF COLORS!  
 Featuring wigs by NAOMI SIMS, ANDRE DOUGLAS, BILLIE & NATALIE COLE

R517

Georgina

Now **\$15.95** Reg. \$23.95  
**\$5.00** All Colors Reg. \$15.95

Sale Starts Today Thru April 8th.

Your Northwest Dealer for Revlon, "Polished Ambers" and Zuri Cosmetics.

**MRS. C's WIGS**  
**707 N.E. Fremont 281-6525**  
 Closed Sun. & Mon. OPEN Tues. thru Sat. 11:30 AM to 6:00 PM