



1930 WOMEN'S HATS

October 2017

Agenda

- History Of Hats
- Fabric and Popular Color of Hats
- Examples of hats from 1928 – 1931
- Vintage ad for hats
- Impact from Movie Stars
- Where you can find Vintage Hats?
- Patterns
- Hat Pins
- Restoring Hats

History of Hats

- 1930 was the transitional for millinery as well as apparel.
- Fashion magazines were proclaiming the “new look”.
- Quote from The Millinery Trade Review, “It is a mistake to believe that every woman wants, or even will wear the new, extreme hats. The average woman is cautious and does not readily jump at the newest. In fact, it usually takes three seasons for any innovation to establish itself generally.”



History of Hats (cont.)

- Shape of 1930 hats could be best described as “off the face”. There was a resurgence of the ever popular beret. Brimmed hats were very popular with brims ranging from small for dress wear to extremely large umbrella brims for beach wear. Many hats were trimmed with insets, handwork or embroidery.
- 1931 Many ladies were growing their hair longer. Shallow cap-like crowns appeared in the spring, sometimes draped or with one side longer, showing graceful waves of hair showing. Hats usually matched the accessories worn, rather than dress or coat.
- In January 1931 MTR noted: “The women of the United States like their hats close fitting and brimless. That is most of them do. Many more prefer this hat to the hat with the brim that flares away from the face, which is the second choice”
- One of the biggest fads in 1931 was the Empress Eugenie hat. “Once more the stately ostrich plume returns in a blaze of glory. No more does the hat set far back, but instead rests at a saucy angle on the head and tilts far forward over the eye. Brims have become smaller, and curl close to the shallow helmet crown that frequently covers but half the head... to show a neatly arranged coiffure at the side”. The fad was short-lived and by October 1931 the Empress Eugenie hat was no longer seen.

Fabrics & Popular Colors

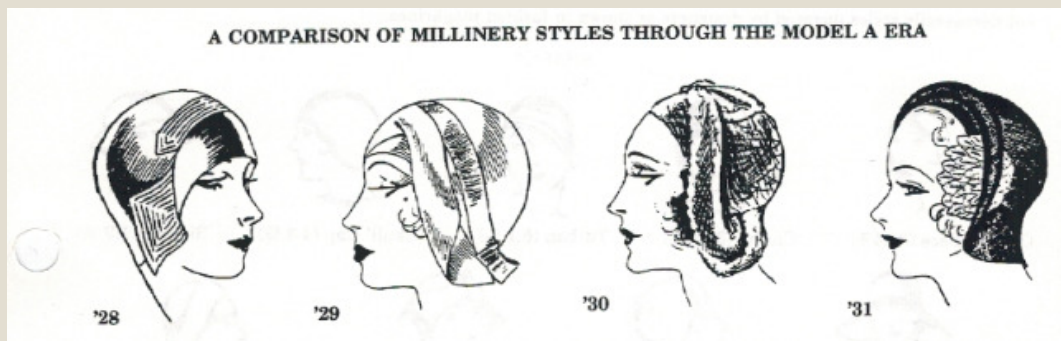
- Fabrics

- Straw and “hair” (horsehair braid) were usually warm weather fabrics.
- Velvet and Fur were seen in the fall and winter.
- Felt was worn year round, for many different occasions.
- Satin was used for more elegant hats and used as trim on simpler models.

- Colors

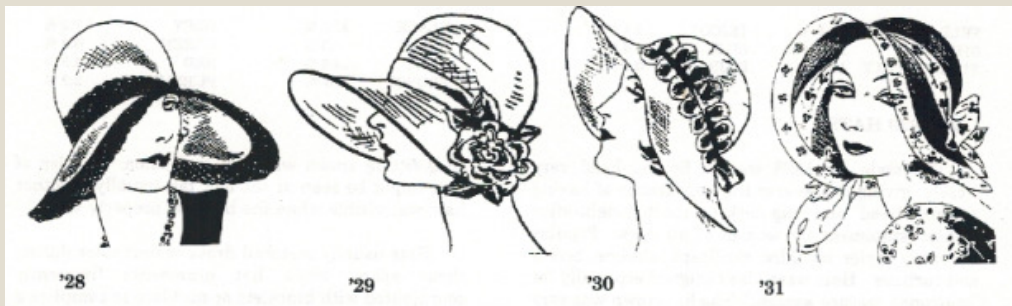
- Millinery colors were as varied as much as the styles.
- Brown and black were always popular, followed by navy, green, sand or beige.
- During spring and summer, more popular colors were white, pale shades of rose, spring green, light blue, grey, peach and pink.
- Unusual colors like chartreuse or purple were used to compliment special outfits.
- The color of the hat either matched the main dress or the coat color.

Comparison of Millinery Styles



If you compare similar hats over the years, you will notice how they changed. In 1928 the hat covered the eyebrows, showing the eyebrows in 1929, exposing the forehead in 1930 and showing the forehead and hairline in 1931. MTR, January 1928, December 1929 and January 1930 and May 1931. MAFCA June 1992

Large Brimmed Hats



These large brimmed hats illustrate the changes in crown depth, very deep and covering eyebrows in 1928, and becoming shallower in the later years, showing more of the forehead. MTR, May 1928, January 1929, December 1930 and June 1931. MAFCA June 1992

1928 Hats

HEADGEAR

1928 HATS

The style for 1928 was to fit the head very closely, giving the wearer the appearance of having a small head and long neck, a much sought after fashion statement for women of all ages. Popular millinery styles included skull-caps, cloches, berets, and turbans. Hats were also designed especially for "matrons or mature women". The hat crown was very deep. Hats were worn low on the forehead, barely covering the eyebrows. *Montgomery Ward, F/W 1928*



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1929 Hats

HEADGEAR

1929 HATS

By 1929, a bit of the eyebrow and forehead was beginning to show, although the deep, snug-fitting crown was still in fashion. A wisp of hair might be seen at the ear, but usually no other hair was visible when the hat was properly worn. Hats usually matched the dress or coat color during these years, while hat ornaments frequently coordinated with bracelets or necklaces to complete a look. Rhinestone ornaments were also popular. *Chicago Mail Order Co., S/S 1929*



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1930 Hats

HEADGEAR

1930 HATS

The year 1930 was transitional for millinery as well as for apparel. Fashion magazines everywhere were proclaiming the "new look." However, the following quote from *The Millinery Trade Review* of November 1930, puts the changing fashion scene into perspective: "It is a mistake to believe that every woman wants, or will even wear, the new, extreme hats. The average woman is cautious and does not too readily jump at the newest. In fact, it usually takes about three seasons for any innovation to establish itself generally." The shape of hats in 1930 could best be described as "off the face." Hat crowns were shallower, usually with a skull-fitting short front, exposing the forehead. Many hats were trimmed with insets, handwork, or embroidery. *National Bellas Hess, S/S 1930* and *Sears, Bargain Bulletin No. 3, 1930*



1931 Hats

HEADGEAR

1931 HATS

In 1931, many ladies were growing their hair longer. Shallow, cap-like crowns appeared in spring, sometimes draped or with one side longer, showing graceful waves of longer hair. Hats usually matched the accessories worn, rather than the dress or coat.

In January 1931, *The Millinery Trade Review* noted: "The women of the United States like their hats close fitting and brimless. That is most of them do. Many more prefer this hat to the hat with a brim that flares away from the face, which is second choice." *National Bellas Hess, Midsummer Sale, 1931 and Sears, S/S 1931*



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Original Hat Ad



Movie Stars



Benita Hume



Greta Garbo

Movie Stars



Jean Harlow



Ginger Rogers

- Where you can find information on vintage hats?

- Amazon
 - Amazon.com
- Etsy
 - Etsy.com
- Vintage Dancer
 - <https://vintagedancer.com/1930s/1930s-style-hats/>
- JJ's House
 - www.jjhouse.com
- How2Hats
 - How2hats.com
- Sarah's Hat Boxes
 - <http://www.sarahshatboxes.com/#sthash.wlbOI36O.dpbs>
- YouTube – restoration of hats
 - Youtube.com
- Kohls
- The Restorer Magazine
- Model "A" News Magazine

TWO HEAD SIZES

Gorgeous Grosgrain and Applique
512 G 1040—Fits heads 22 1/4 to 22 3/4 inches.
512 G 1042—Fits heads 23 to 23 1/2 inches.
COLORS: Black; bluglory (royal blue); purple; sand with dark brown ribbon. State color. We Pay Postage.
If you're fond of tailored effects, this Wool Felt with smart contours will surely appeal. Its brim that turns up in back and rolls gently in front has narrow grosgrain ribbon cleverly stitched at the edge. A wide grosgrain band with sweeping flare is tacked to the crown with an applique of novel lace.....**\$2.95**

Our goal is to share our love of the Model A's and the history of a simpler time.


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Hats on Amazon



\$24.99



Pierre LaMarreDS
Elegant Ladies Vintage Winter
Hat Bowknot Fedora Bowler
Cap
\$5⁵⁹ - \$12⁹⁹
★★★★☆ 9



Vintage 20s 30s 50s Twist
Pleated Velvet Knotted Stretch
Turban Hat Head Wrap
\$6⁹⁹ - \$9⁹⁹ ✓prime
★★★★☆

Hat on Etsy

Boutique 309
Etsy Shop



Boutique 309
Etsy Shop



Boutique 309
Etsy Shop



\$68

Hat on Etsy (cont.)



1930s Hat / Vintage / Halo Hat / Black Straw / ...
HighHatCouture
★★★★★ (501)
\$50.00



Cloche Hat Women's Hat Brown Hat Art Deco ...
KatarinaHats
★★★★★ (641)
\$160.00



1930s Merrimac hat corp ladies cloche. Magtn...
TessiesOldOddities
★★★★★ (291)
\$58.00

Hat on Etsy (cont.)



\$46



That Certain Woman - Vintage 1930s Hat Pum...

RoadsLessTravelled2

★★★★★ (826)

\$600.00

JJ House



\$32.99



\$12.99



\$7.99

Kohls



SALE
\$25.20
Original \$42.00

Women's Apt. 9" Wool Felt ...



SALE
\$28.00
Regular \$35.00

Scala Knit Wool Flower Cloche ...



SALE
\$28.00
Regular \$35.00

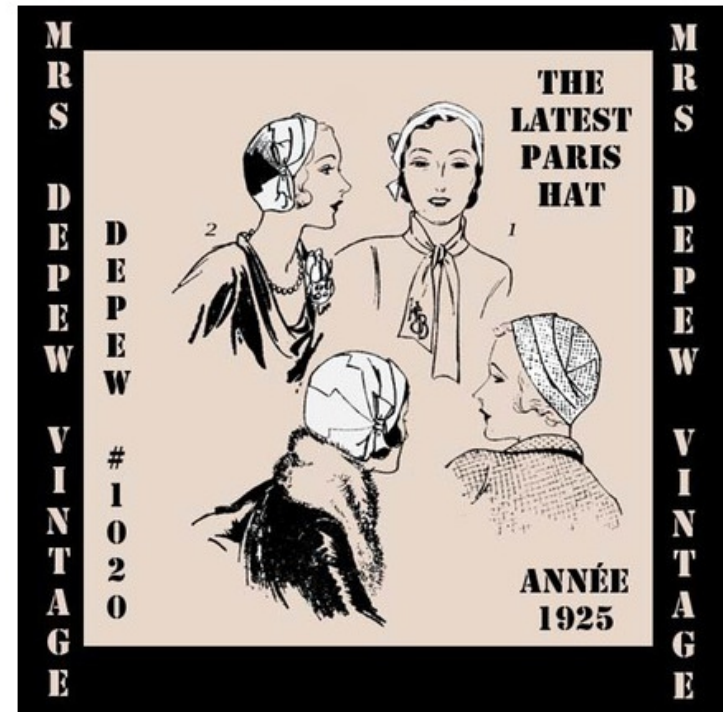
Scala Packable Wool Cloche ...

Patterns



\$20 Etsy

1920's Cloche #1020 (1925)



Available for instant download! \$7.50

<http://mrsdepew.com/hat-patterns>

TCMAFC Member



Hat Pins

- Hat pins were used to dress up last years hats or to give a moderate hat some flexibility. That is a casual hat could be “dressed up” with a rhinestone pin or “dressed down” with a celluloid or a simple pearl pin, and thus worn for many different occasions.



Restoring Vintage Hats

- **Veiling** – Vintage veiling does not hold up well at all, but this problem is easily remedied. Veiling can not be fixed. You can just take off the old veiling and replace it with new. An excellent source for veiling is www.judithm.com. She sells wonderful veiling in all colors. To repair most vintage hats, you will need less than a yard.
- **Spots on a hat** – We have all seen dark spots on natural color straw hats. Dip a tooth brush in a solution of 50% baby shampoo and 50% water. Try scrubbing the spot gently to see if the spots come off. If the spots don't come off, I would suggest getting a floral spray and spraying the straw a new color. Of course, first take off all trims in order to do this.
- **Cleaning a vintage hat** – If your hat has a lot of dust, try putting a blow dryer on cool and just blowing the dust off of the hat. With velvet or fabric, you can always take a roller brush (similar to a pet hair brush) to get the dust off.