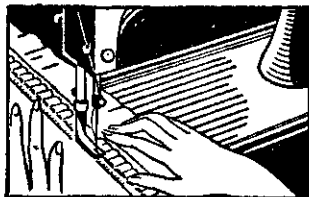


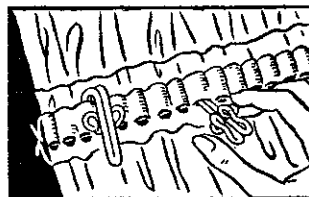
# Make the most of YOUR CURTAINS

“  
with **RUFFLETTE**  
tape and hooks.”

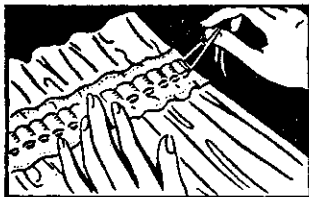
Any curtain material looks lovely hanging in soft folds that run as smooth as satin. And you can have distinctive pleats without laborious hand-sewing and making up—just three easy steps:



**STEP 1.** Sew “Rufflette” tape at top and bottom, over the hem at the top of curtain.



**STEP 3.** Slip hooks (or rings) into pockets, turnover fashion. No stitching is necessary. Use rings for rod, hooks for runner rail.



**STEP 2.** With curtain lying flat, knot cords at one end and pleat by pulling from other end. Do not cut loose ends but tuck into heading.



**WASHING.** Slip out hooks or rings, untie drawcords and pull curtain flat. Wash and iron. Then re-pleat and insert hooks as before.

It's so simple and sure. Just pull in the drawcords in the “Rufflette” tape and there you have soft, full pleats in a moment. Just slip the hooks or rings into the tape pockets (without any sewing) and your curtains are ready to hang. You can wash them again and again, and the tape and pleats will come up each time, as good as new. If you have your curtains made to order, stipulate “Rufflette”. All the best workrooms use “Rufflette” tape and fittings.

At the shop where you buy your curtain fabrics

## 'Rufflette'

Brand

Curtain tape (with hooks or rings) and runner rail

Manufactured by Thomas French and Sons Ltd.,  
London, Manchester, Wythenshawe, Belfast, New York.

3.7B



Next time, Mum,  
don't wish so hard!



**BABY:** “Smatter, Mum? You wished you could have my “soft life” for a change, didn't you?”

**BABY:** They're for different things, Mum! Johnson's pure, gentle Baby Cream to keep me cherub-soft where necessary and help prevent what Doctor calls “urine irritation.”

**MUM:** Yes—but I want to switch right back! I'd forgotten babies were so helpless—and had so many things to make 'em uncomfortable. A baby's life is hard!

And Johnson's Baby Powder for cooling sprinkles that make chafes and prickles scat like THAT!

**BABY:** Not if a baby's mama is smart! Not if she does things he can't do for himself—like keeping his tender skin smoothed up with Johnson's Baby Cream and Johnson's Baby Powder!

**MUM:** Okay, bright baby—from now on you get treated right—with Johnson's!

**BABY:** Can't do better than that, Mum—ask any expert! Quick swap places and let's scoot to the chemist now!



\* Sterilised  
for your  
protection  
in accordance  
with the regulations.

Safe for Baby—Safe for You  
\* Johnson's Baby Powder  
Johnson's Baby Cream  
Johnson's Baby Soap

Johnson & Johnson  
(NEW ZEALAND)

N.Z. Distributors: Potter & Birks (N.Z.) Ltd., 14 Lower Federal St., Auckland.