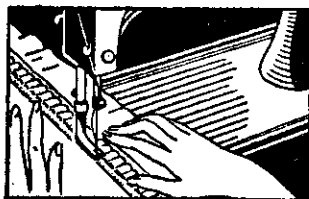


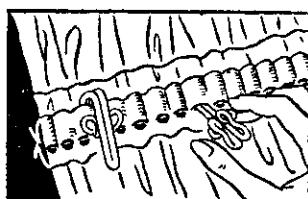
Make the most of YOUR CURTAINS

“with RUFFLETTE” tape and hooks

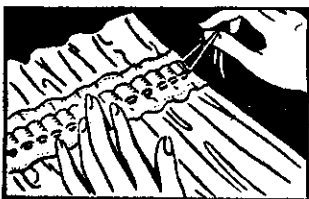
Any curtain material looks lovely hanging in soft folds that run as smooth as satin. And you can have distinctive pleats without laborious hand-sewing and making up—just three easy steps:



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.

3.78



the Bag with the French Accent

Meet the “Madinette”—Strand's latest model with the new Continental look—and much more than the usual handbag capacity. Crafted from finest leathers—in all shades.



STRAND BAG COMPANY LTD. — CHRISTCHURCH JUNE, 1948.



IT'S MORE PRECIOUS THAN GOLD!

The Iridium tip is the most vital part of the nib... and of the whole pen. When iridium is united with gold, then durability is wedded to elasticity, giving to the Wyvern the smoothness of writing that makes it a perfect pen.

Available at all Stores.
Sole N.Z. Distributors:
L. R. ALLEN & Co. Ltd.,
“Allenco” House,
AUCKLAND.

Wyvern

THE PERFECT PEN