

DRESS FOR THE "FRANKLY FORTIES"

THIS is an age of youth we are told—an age when the average woman of forty looks not a day more than twenty, if she is clever and knows how to preserve her looks, and how to dress.

But there are many women of forty who look every bit of their age, and this through no fault of their own.

Sometimes it is a matter of build, at other times the skin and complexion are at fault; at other times a woman's mental attitude is responsible. She is forty, and she knows it, and lives up to it, and her parents, friends and relations are inclined to keep on reminding her of the fact. Relations are rather

merciless on this score. They seem to take it as a personal grievance if a sister or a cousin or an "in law" without any apparent effort manages to look younger than they do.

Present-day life, present-day fashions—all help a woman to look young. She ought to be fresh and active at forty without any effort, but as I have said before, there are women of forty who are—well, let us say—*frankly* forty. They are proud of their age, and live up to it. They don't make any attempt to hide it, and look down with calm contempt upon those of their sister women who, though they are "forty-

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Mlle. Lenglen, the world's Champion Lawn Tennis Player, on the Riviera.

Removal Notice

F. N. Spackman, Ladies' Tailor, has taken Larger Premises in the new Druids' Chambers, corner of Lambton Quay and Woodward St., Wellington.

He has just opened Ottomans, Charmalains, Repps for the Goodwood Coat and Ensemble Suits. If you cannot call write for samples and prices.



F. N. SPACKMAN

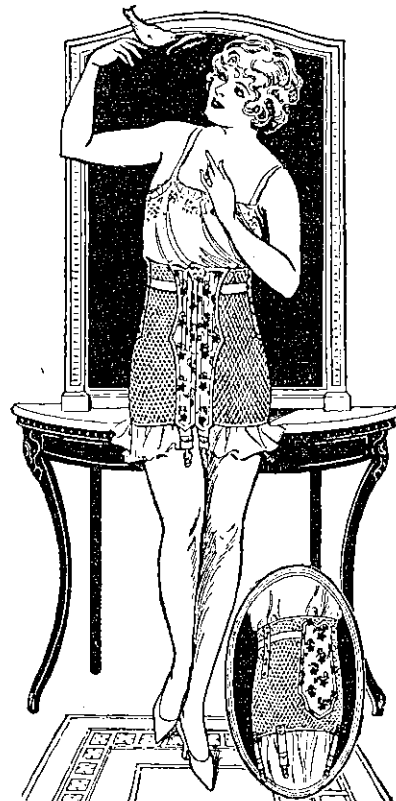
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