

Fashion's Leaders

WE gratefully acknowledge the compliment conveyed in the adjoining letter from Beath's, the "Fashion House" par excellence of the Dominion.

THE MIRROR has gained its pre-eminence as the "Best Illustrated Journal in New Zealand" in much the same way that the "House of Beath's" has built up its Dominion-wide reputation for quality.

The name of Beath's, Christchurch, is familiar in every home throughout the land, wherever the latest vogue in fashion is milady's concern.

Christchurch has long been recognised as the fashion centre of New Zealand, and during Carnival Week Riccarton is a veritable pageant of fashion, as is Ascot in the Old Country. Beath's consequently became a magnet for fashionable woman-kind, and therefore from Auckland to Invercargill the well-dressed matron selects her wardrobe, the debutante her frocks, the bride her trousseau, and the sportswoman her outfit from Beath's.

There are many big establishments in the Dominion which envy "The House of Beath's" its reputation, but none can outshine it.

THE MIRROR similarly stands for quality of production and reflects through "Vanitas Vanitatum" the latest in Fashion's vogues and vagaries, hence we are pleased to publish the accompanying endorsement.

Telegraphic Address -
BEATHS - CHRISTCHURCH.

P.O. Box — 270.
TELEPHONES 764-2773.
1029-1056.

ESTABLISHED OVER HALF A CENTURY.

BEATH & CO Ltd

Drapers and Furnishers

and at -
47, Aldermanbury,
LONDON - E.C.



Argyle House,
Christchurch.

3rd March, 1926.

Messrs The Mirror Publishing Co. Ltd.,
Customs Street,
AUCKLAND.

Dear Sirs

The March "Mirror" is to hand, and we can compliment you on the issue generally.

We should say that the coat and millinery styles shown this month are particularly pleasing, and we would be glad to have the blocks posted immediately so that we can use same in account folders.

You may be interested to know that one of our London Buyers came across a "Mirror" in a county hotel in England, and was surprised and pleased to find our name figuring under some of the newer productions.

Yours faithfully,

BEATH & CO. LTD.

G. Ross Ogilvie
MANAGER

THE Flapper, of the genus *short-shirtus jazzgarterius*, is one of the most fascinating animals, although it is immensely vain and not overburdened with sensibility. Its passion for self-adornment is well-known. However, it is generally a very charming creature, affectionate, graceful, and of gay plumage. It spends much of its time in dance halls and on the beaches around Auckland, where it mingles with, and seems to fascinate, the male of the species, commonly known as the

Jazz Buck. The Flapper is not at all timid. Its age varies. Intrepid naturalists report that they have discovered specimens which were fully sixty years old. But it is so skilful at camouflage that its age is very difficult to tell. Moonlight nights are said to be the best to go hunting this fascinating animal.

The New Zoology

FEW animals are more frequently seen in the city than the Strap-Hanger, a member of the human species noted for its strange habit of hanging tenaciously on to one of the little straps which hang from the roofs of trams. The best time to observe the animal pursuing its practice is between the hours of eight

and nine o'clock in the morning, and five and six o'clock in the evening. Whilst ordinarily quite harmless, it is known to be of a very dangerous temperament while hanging to a strap; it glares and makes little grunting noises at the occupants of the seats. Several naturalists state that they have seen it at times clinging to the appendage when the tram was almost empty, a peculiar trait which they can only ascribe to force of habit. This animal belongs to the genus *tramus martyrivus*.



A Dainty Beachcomber.

T. H. Ashe, Onehunga