



## Furnishings of Quality

Of paramount importance is the choice of a Carpet or some other item of Furnishing that in most homes must render years of service. Considerations of design, texture, and colour scheme, apart from the important factors of quality and price, will be taken into account by the prudent buyer, before a decision is made.

To meet every Furnishing requirement, Ballantynes Furnishing sections invariably are well equipped. Full provision is made both by way of ample stocks and courteous attention whereby the maximum of helpfulness is assured in all that relates to any Furnishing problem.

Furnishings of quality, that please and give lasting service, are the principles on which Ballantynes extensive Furnishing service has been built. Whether one's Furnishing needs be large or small, the utmost in service and advice is always assured at Ballantynes.

## Dress for the Middle-Aged Woman

By Mrs. Enid Dickens-Hawksley

*A grand-daughter of the late Charles Dickens, the writer of this article is a well-known authority on dress and dress design. She directs a dressmaking business in the West End of London.*



Truly an exhaustive and a deeply interesting subject. A subject that in former days would not have been considered, but which now means everlasting youth to women of all ages.

And, dear ladies of uncertain age, if you know where to go to choose the right clothes you can look as young as you please.

Choose for your dressmaker an artist, one who has studied lines, draperies, and colours, and who can blend them together into one harmonious whole. One who looks upon her subject as a painter would look upon the picture which he always hopes will be his masterpiece. The dressmaker nowadays has everything made so easy for her. There are such varieties of style, such lovely materials, such gorgeous colours that, having taste, temperament, and very essential—a good fitter, success is the only possible result.

### A Contrast

At one of the numerous dress shows the other day two ladies were sitting having tea at a table just in front of me. One was tall, grey-haired, with a lovely complexion, but dressed as if she had given no thought of any kind to her get-up. The colour was wrong, the lines were just not right, and the hat was one which possibly would have looked very nice with a different frock, but with that particular one was completely out of the picture.

Her companion, on the other hand, was a living advertisement of how to dress well. She had no particular claims to attraction. Her figure was stout and plump, her hair a nondescript grey, and her complexion just average. Yet as they got up to go everyone turned to look at her, whereas her handsome companion followed in her wake without one admiring glance. The former was exquisitely turned out, and when I apply this term I do not allude only to the gown. Hat, shoes, jewels—everything was just exactly as it should be. The lines of her rather stumpy figure were cleverly hidden by folds of beautifully-draped, softly-coloured material, and the ensemble was a charming woman of the world, pleased

with herself and, consequently, with everyone else.

### Well-dressed 1926

My advice to every middle-aged woman is to put a great deal of faith and trust in her dressmaker. If the latter is worth her salt she will appreciate it and put her whole heart and soul into her work. I do not suggest for one moment that anyone should give up her individuality as regards colour, taste, and style.

There is no question that some women know far better than any dressmaker what suits them. In cases like this their costumiere, if, as I have already suggested, she be an artist, she will be only too ready to fall in with her customers' ideas. On the other hand, as a rule, she is bound to know more about a subject which she has studied deeply. There need be—should be—nothing but well-dressed women in this wonderful year of 1926.

The fashions are particularly adapted to the elderly figure. Both full and draped sleeves are in force, and the long cross-over line which is so becoming in elderly figures is to be seen in many of the Paris models.

Longer skirts, too, are so very much more graceful for the not-quite-young, and in Paris nobody over 45 would be seen now with skirts just below the knee.

Fashion, both in Paris and in London, is kind to the middle-aged woman, and no English woman "of a certain age" need be dressed unsuitably or unbecomingly. It all depends upon her discretion and the right choice of line and colour scheme.

I hope I have not wearied you too long with this never-ending topic of dress, also that I have not tried to impress my views too strongly upon you.

May I conclude in the words of the great novelist: "Far be it from me to assert that what everybody says must be true. Everybody is often as likely to be wrong as right."

All the same, being a woman, I take the opportunity of having the last word and saying that in this case I am right in everything I have said!

*Ballantynes of Christchurch*