

The SHOPS of MAYFAIR

Madame
Aline de Zeustre

of London and Paris has arrived at Toronto, and begs to announce that she has opened an Exclusive Hat Shop at 100 Avenue Road, under the name of

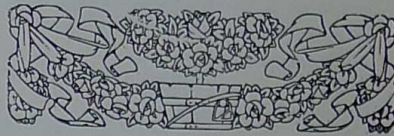
Aline

PARIS AND LONDON HATS
100 AVENUE ROAD
Kingsdale 1374

Away from the Madding Throng

Away from the madding throng in the exclusive sections of large Canadian cities you will find the shops of Mayfair. They are quiet and restful—artistic small places where a frock or hat may be chosen at leisure. There is no rush, no unseemly haste, and the decision once made, is therefore, final and satisfactory. Furthermore there is that individual attention which is so helpful and soothing.

With the shopping expedition over, we suggest a cup of fragrant tea—once more along the peaceful pleasant Mayfair route. For a roof there are the green trees, and for a carpet the soft green lawns. Tea is served in pretty china amid homelike surroundings.



**HATS for the
ULTRA SMART**

Individually and youthfully styled—for tailored and dress wear

Iris
HAT SHOPPE

Designer Importer

96 Bloor St. West, Toronto



Joan Anderson

Announces her
Removal (temporarily)

to
40 Bloor Street West

from
66 Bloor St. West

TORONTO

Kingsdale 3276

Merwyn

Specializing in
MADE-TO-ORDER TAILORED
FROCKS
for all occasions



111 Bloor Street West
Toronto

Kingsdale 3617



Millinery
of Distinction

Miss Mae Irwin
91 Bloor St. West Toronto

**THE RIDLEY
INSTITUTE**

"FRANCES FOX METHOD"

Scientific
Care of Hair

32 BLOOR WEST
TORONTO

Phone: Randolph 8126



LONDON
9 Regent Street

PARIS
5 Rue Cambon

NEW YORK
133 Fifth Avenue

ROME
51 Piazza di Spagna

**Is your business
represented on
this page?**

This magazine is read by many people who should be your customers.

Rates for advertising are quite moderate.

A note or telephone call will bring a representative to see you.

MAYFAIR

Advertising Dept.
153 University Avenue, Toronto
Telephone Adelaide 5741

Francois

Ladies' Hairdressing

**EUGENE
PERMANENT
WAVE**

40 Bloor St. West, Toronto
Kingsdale 1331

Lingerie

The
Joselein Shoppe

Exclusive and Distinctive
Models
in
Gowns and Millinery

209 Bloor Street East
(at Sherbourne)

RAndolph 4022 Toronto

The
Gray Gables

Tea Rooms

Luncheon
Afternoon Tea
Dinner

Beautiful Garden
Special Parties Arranged

Kingsdale 5290 103 Avenue Road
Toronto

believer in progress. So
a friend of the ancient
Quebec than of the turreted
James Street, he has yet
the constructive, modern
his predecessor, modern
Scotch heart and brain and
l. To him, Quebec's needs
roads, power development,
ployment, development of
Taschereau believes in the
but would not have them
at was heroic in the past.
he builds more roads he
more schools, and while
ter power development he
intellectual growth. The
nces, as well as industry,
s care.

Liberal, and believing in
of historic and constitu-
tionalism, Taschereau is a
ics. He is of the school of
too rare—who take
from their facts rather
s from their opinions. He
of mere theory when it
reality. He is the anti-
ere doctrinaire.

Canadian of French Cana-
au is an uncompromising
British connection. "The
ian," he says, "dreads
cause he knows that
na lost all he wants to
fell into the American
He fears independence
the helping hand of
if severance came, no
is laws, and some other
loves."

au's great ambition, too,
Roman Catholics and
sons of goodwill. He
enerous to the Protest-
s province; he changed
the City of Quebec to
protestants electing an
et; and some of his own
friends are outside his
though by no means an
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cem to encroach upon
f the state, he is himself
a Catholic, profoundly
nurch.

some day forego its
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hest and best in its

TER

known on the Pacific
in was the heroine of
of the S.S. *Leinster*.
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when their boat was
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were saved. Mrs.
wonderfully strong
to keep afloat by
and to help her hus-
of-war came to the
ter collar bone was
badly buffeted and