

Garments of Silky Softness



Jaeger has met and solved the question of how to combine warmth, comfort and health protection with smart dress in the matter of underwear. A cold country this—but homes are apt to be overheated. Therefore ladies demand the undergarments that are light in weight, but with a maximum of warmth. Only Jaeger pure wool can yield that almost silky softness to the touch with the true protection of all wool. Design has added to the popularity of Jaeger with fashionable women, garments being made to wear under the sheer modern gowns—to the knee or above—low in the back and neck.

JAEGER
Pure Wool

Catalogue mailed on request.
The Jaeger Co., Limited.
1187 Bleury St., Montreal.

OCTOBER MAYFAIR

Paris Fashions Number

"Bienvenu"

Mayfair's Paris Letter by Soiffield of Paris, page 19 of this issue. You have read it of course! Interesting—is it not? Mayfair's Paris letter will be a regular feature.



MAYFAIR

Watch for the November issue—teeming with entertaining gossip—charming pictures—a pot pourri of delightful surprises.

25c a copy.

\$3.00 a year.

Mayfair, October, 1927 C. N. E. HORSE SHOW



The star of the Fleming establishment Sharavogue, winner at the C.N.E. Sharavogue is an ideal type of lady's hunter, good mannered and a clever jumper



Miss Helen McGregor's black saddle pony, Personality, champion of its type at C.N.E. show; also winner of an under 14.2 class



Cush—G. O. Fleming's Irish-bred hunter which won novice middleweights on first appearance in Toronto show ring. Cush was ridden by Hugh McEvoy