

MAYFAIR GOES SHOPPING

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Davidson's
LADIES
TOGGERY

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TORONTO

Ruby Cook
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Millinery of Genuine Distinction

140 Yonge St. Toronto (Over Dineen's)

For Sports
and Travel

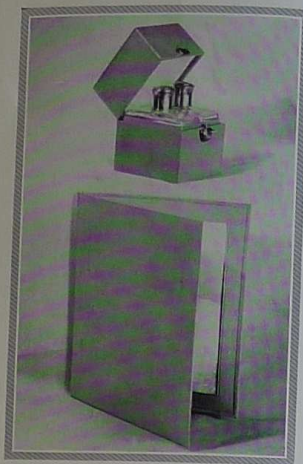
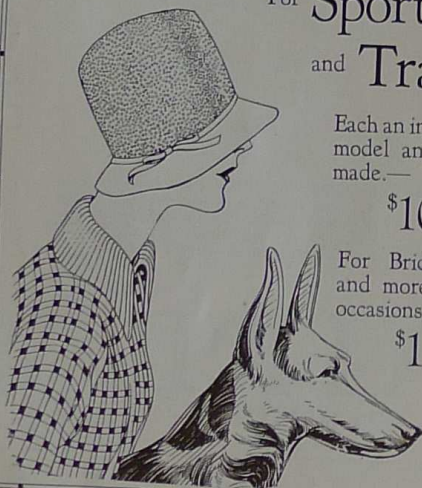
Each an individual
model and hand-
made.—

\$10.00

For Bridesmaids
and more formal
occasions—

\$12.00

up.



Two crystal lotion bottles in a leather case and a soft leather photo frame will make a journey so much more pleasant. From Ellis Bros., Toronto

I HAVE often watched tourists all of a summer's day, wandering up and down our Main Streets with an air of dejection on their faces. Are they waiting for an inspiration? Are they trying to think up what souvenirs they will buy—what presents they will take home?

What would they think of bringing father a cocktail outfit? Not the fancy sort, but a good serviceable outfit in an English leather case—with strong lock. The one you see below has two bottles with silver screw caps. Or if this sort of present would shock him, then what of binoculars? They're splendid, yea—necessary in this day and age of sport.

If there is a lady to be remembered, the sort who rushes her wardrobe into a bag and is off in five minutes for Land's End—what of two crystal lotion bottles with gold caps, in a padded leather case for absolute protection?

A soft photoframe of suede or pebbled leather will allow you to carry the favorite one's image about without damage. Isn't it remarkable how much joy a photograph gives when on the wing, so to speak?



"Fleurette," a fragrant bouquet of tiny flowers blended to order. It is an exclusive Simmons creation. From Simmons and Son, Yonge St., at Elm, Toronto

THERE are ways and ways of presenting flowers. You may just say—oh, send her a few dollars worth of Roses, nice ones you know—and that's that—the rest is left to heaven and the florist. But if you would please her fancy and really delight her soul, make it a Fleurette. The name is so sweet and dainty to begin with—the pretty box will give a hundred thrills and after that the little bouquet is one of the most delightful pictures that a bewitching maid could look upon.

So much thought and care is put into the making of a Fleurette. If the lady is fair and her favorite color is orchid, just see the wonderful blending of shades—fragrant mauve sweet peas—a delicate orchid—deeper tones, quiet violets, all lightened perhaps with lily-of-the-valley. Or if she prefers contrasts, startling modern ones may be carried out in this lovely medium. My heart went all a-flutter at the sight of deep yellow roses with golden hearts rimmed with coppery green fern.



A little souvenir of your stay in Toronto, this cocktail outfit consisting of shaker and two bottles in a compact leather case. From Ellis Bros., Toronto