



**B**ROWSING around is the most delightful of occupations for an editor. I can imagine nothing more joyous in life than to be permitted a never-ending *browse*—with none of the interludes of routine that fill the usual working hours. But that, it seems, is the exclusive privilege of one's readers. For to the magazine's readers alone are given the rewards of editorial browsing. It is possible for me to analyze all those factors which enter into a climax. You readers miss the definite climax are yours, it is true, but not that glorious exciting suspense of complete participation.

How do we browse, we editorial scouts?

Take for instance the articles which Madge Macbeth, has been sending us from Europe. It is no mere happen-so that you have been entertained these three months by her clever letters—and that further instalments are in prospect for your amusement and interest. Madge Macbeth went to Europe on pleasure bent. "Of for the first real holiday in years," she confided as she started upon her hegira. Then came *Mayfair* and with editorial persistence we compelled her to *take pen in hand*. The result? You know it full well by now. I leave it to you, but I wager that you have never read more scintillating letters from abroad. Her expressions always so sparkling; her viewpoint so invariably different. If you have *been over* a dozen times you will still find piquant appeal in her re-telling.

After fresh reconnoitering we have induced Adele Gianelli, a young Canadian writer who has lately gone to England to tell of what she encounters

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of Anglo-Canadian interest. Her first letter appears concurrently. "So this is London!" you say though you may have seen the dear old town a hundred times and you smile as you re-live experiences which she is now encountering.

As for our own Dominion. Well, take this very issue. It is better by far than a railway journey for it carries you to at least a dozen destinations on the same journey! You are permitted to visit Montreal, Ottawa, Hamilton, Winnipeg, Vancouver and Victoria; with none of the inconveniences of stop-over, incidental to transcontinental tripping.

Then, are you interested in the hunt, golf, military tournaments, military balls?

If sport does not appeal surely the display of fashion will. Does it not fascinate you to find that right here in our own Canada, where so little fuss is being made about it all, there are fashion designers at work upon the cleverest, smartest dress conceits?

Society, fashion, sport—weeks and months of browsing by many workers culminate in our one month's presentation.

So much then for one issue of *Mayfair*. Variety is the spice of our publication and the ways for you to secure this month-to-month variety are twofold. Either you send us your personal cheque to cover one year's passage through *Mayfair* or you can step up to the nearest news-stand—as you would to the ticket office at the railway station—and secure your single trip.

*Herbert Hodgins*

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