



Contents for SEPTEMBER, 1927

BACK from your holidays! Coming back, someone has said, is the best part of going away! You agree perhaps—you who retreated far from telephones and dictaphones to paddle a lazy canoe in some purpley lake—or maybe to loaf and read your *Mayfair* in a cool mountain retreat.

At all events—you are back! And here is your *Mayfair*.

For those who were in town during August, life has not been dull. The brilliant affairs in honor of Their Royal Highnesses, the Prince of Wales, Prince George and the Prime Minister of Great Britain and Mrs. Baldwin have lent much interest and color to society—as *Mayfair* discloses. You may have been one of the fortunate guests at these gala affairs! What pleasure to live those scenes over again on the pictured pages of *Mayfair*, with its interesting and beautiful reproductions of exclusive photographs.

Truly this is a number to cherish—to keep as a souvenir to carry into the future. And, of course, you will want to send a copy to your friends.

And so Canada is to be honored by numbering Prince George among its ranch owners! *Cobble Hill* on picturesque Vancouver Island has been chosen and a ranch fully equipped, including machinery, will be presented by the Associated Boards of Trade of Van-

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couver Island and the Canadian Government.

They were veritable dog days on which the great tennis tournament took place. The English Wightman Cup team thrilled 1,500 spectators with their scintillating display in two cities. Miss Betty Nuthall—the sixteen year old Junior English champion, was nothing less than wonderful. But you, the fortunate reader of *Mayfair*, may sit on your verandah and study her game; take a cursory glance at the polo—the Canadian Henley—the yachting—golf—all the smart world of sport.

June as the important month of weddings is a myth. Glance over these pages and behold the galaxy of charming mid-summer brides. *Mayfair's* camera has covered the notable weddings right across Canada.

Enter the new autumn fabrics! With the same breath that Paris heralds them, *Mayfair* forecasts the new materials sponsored by Fashion—illustrated by beautiful photographs.

Mayfair—do you not concede it a very mirror of Society, Fashion and Sport in Canada?

J. Herbert Hodgins

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