

Rediscovering The Waistline!

1930 Frocks must have 1930 Foundation Garments! Higher waists and feminine curves are really here.

The model illustrated is very attractive and very popular and can be worn for daytime or evening. It comes in rayon satin with swami silk top in pink, has detachable straps and strong silk elastic at sides. Sizes 32 to 40.

\$5.00

We also feature an evening Corsette that is entirely boneless in silk swami pink or white, higher waistline, shaped bust and low cut back. Sizes 32 to 36.

\$5.00



The
Evangeline Shop

Yonge at Bloor
Yonge at St. Clair

Yonge at Castlefield
Danforth at Pape

MONTREAL OTTAWA WINDSOR LONDON
ST. CATHARINES KITCHENER GUELPH

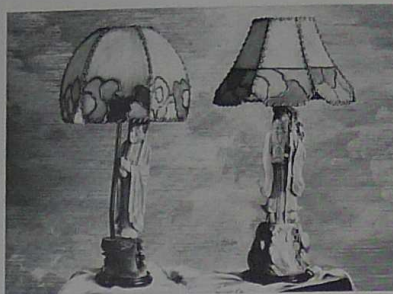
SPRING.. PARIS HATS.. LONDON TWEEDS..

MAYFAIR for March will broadcast the latest hits from the Paris Openings, will tune in on the *causerie* of the salons, and with sketch and photograph will reveal the fashion mysteries of the summer of 1930.

**MAYFAIR
FOR MARCH**

on the news stands February 15th

MAYFAIR GOES SHOPPING

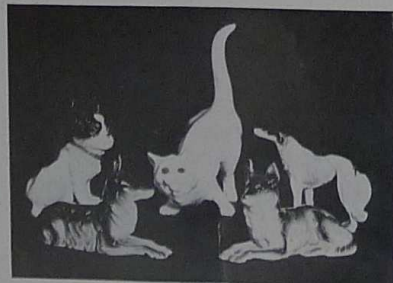


Above: Carved soapstone lamps with colored parchment shades. From *The Hwaiking Shops*



Right: Elaborate candelabra with a French gold Brazilian onyx base, of intricate design, taffeta shade in green and brown tones. From *McDonald and Willson*

Below: Greek festivals, medieval banquets and ascetic friars are portrayed in plaster bas relief on lamps with goat-skin and parchment shades in brown tones. From *E. Wills-Henderson*



Boisterous puppies and mischievous kittens in gaily colored china frolic on the hearth. *William Junor*