

# HOPPING

## The SHOPS of MAYFAIR IN TORONTO

### STEVENSON & SUTHERLAND



Afternoon and Sports Dresses  
Coats : Suits

82a Bloor St. West - Toronto  
KIngsdale 5047

Gay,  
Witty,  
always  
Readable—

That's  
MAYFAIR



Model in black and white printed georgette, with detachable cape. Designed for Asot by Ulrik of London. Hat in shiny black straw

### Francois

Ladies' Hairdressing

### EUGENE PERMANENT WAVE

22A Bloor St. West, Toronto  
Kingsdale 1331

### Diet Kitchen Tea Rooms

Bloor and Bay Streets  
Toronto

Telephone KIngsdale 4382-4905



Open Sundays and Holidays

### Laura Perry's Fudge Shop

FUDGE  
Individually Wrapped  
Convenient to Serve  
Sanitary to Handle  
—a really good home-made candy

103 West Bloor Street  
KIngsdale 4987 Toronto

and—  
Green Tea Cottage

Light Refreshments  
Afternoon Teas  
Private Room for Bridge Parties

Open until 11 p. m.

### Frigidine

The Cool Method of Permanent Waving

Scientific — Superior Pleasing Results



Mr. H. MILLER  
Hairdresser

788A Yonge St., Toronto  
(at Bloor, Over Burger's Candy Store)  
KIngsdale 9305

Where Smart Folk gather

There also is

MAYFAIR  
The Mirror of Canadian Society

### miss fullerton 1208 bay street toronto

### tailored clothes and accessories

fashions  
appliqué  
es. The  
he new  
agonal  
inating  
on Co.

### ABLE

astel satin encrusted with  
e fitted hipband confines a  
d bodice, made in surplice  
roduces a circular skirt,  
e back. The long back  
achieved in a crêpe satin  
esse lines, sponsoring back  
eep V-shaped decolletage  
arrow lace. Exemplifying  
silhouette is a bridal gown  
ap-around fashion, tying  
ght hip, while the outside  
left hip. Lace is inserted  
motif over the bodice and  
ightly flared. Georgette  
l by fine lace distinguish a  
wn and slip ensemble of  
e gown dips in the back,  
emble type for brides is a  
med by a three-quarter  
bordered with lace.  
fullness, princess lines,  
ments contribute to the  
own styling. Belts are  
ced at the normal waist-  
uneven hemline dips  
e. Tiered treatments in  
ensembles simulate the  
iece costume. An ivory  
as insertions of wide  
alternating with satin  
e styling is seen on the  
ngth coat, the satin  
he coat and falling just  
on lace insert in the  
e effect is achieved on  
le satin flowers catch  
vers on one side of the