

MAYFAIR

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Luigi Diaz

Royalty bestows its approval on this navy and white dotted crepe bench ensemble. Chantal interprets the mode in a three-quarter coat, and eggshell tuck-in bodice. Worn by Princess Belloselky

MAYFAIR for August becomes an *Adventure!* Not for the whole world would we call her an *Adventuress*, for the wiles of an adventuress are only effective on the very old or the very young. To neither the octogenarian nor the nursery do we cater.

But *Mayfair* is an adventure because she appeals to the ageless sex—those delightful people who count their lives by heart-throbs, not by years.

And it is when midsummer madness attacks us that we seek solace in adventure. We may resort to cooling mountain breezes like Laurentian rills—or push off north for Algonquin thrills . . . the foaming streamlets of the Maritimes entice us . . . or the rapier-like glacier of Louise ice us.

But I venture to say, with cool appraisal, that adventuring with *Mayfair* in August will be the most cosmopolitan mental holiday ever taken by rail or sea.

The sea to us in August is what the oasis is to the camel—what Toronto was to the Shriners! We call it *sea* with reservation—our lapis lakes substituting satisfactorily inland. Blessed by a waterways system which is unique to our Dominion, August is the gala month for *mermaids*—Canadiana. Watch them splash with *Mayfair*—sun-tan with *Mayfair*—beach parade with *Mayfair*—and, watching them on their adventures, will be as exhilarating as skimming through the seud in a hydroplane.

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