

The SHOPS of MAYFAIR

IN TORONTO

Cake and Gift Shop

An exceedingly charming and unusual assortment of
LAMPS
now on display

165 Bloor Street East
Toronto

RA. 5658

Laura Perry's Fudge Shop

FUDGE Individually Wrapped

A really good Home-Made Candy

103 West Bloor Street
Kingsdale 4987
Toronto

Open until 11 p.m.

and— Green Tea Cottage

Fried Chicken Plate a specialty

Light Refreshments Afternoon Teas

MAYFAIR SHOP TALKS

PUT away your Contract worries—backgammon's the sport of sports this season! The game our granddads pulled their grey beards over has staged a romantic comeback and promises exciting enter-



tainment for the winter of 1930-31. Ellis Bros. can help you learn to play it immediately. Ask Mr. Gibson. He will arrange lessons at your own home, and supply you with the backgammon sets moderns prefer—gay red and yellow men, dice and dice boxes and fields painted on black cloths that fit the ordinary game table.

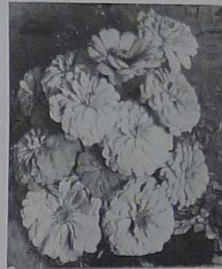
94-98 Yonge St.
Elgin 7441

WE HAVE found a simpler road to the new silhouette than every morning exercises on the bedroom rug—and moreover a shorter road! For while many arcs proscribed by one's ankles through the air may utterly fail to make any apparent difference, one visit to *Helen's House of Corsetry* will make a great deal. Helen and her trained helpers not only garment you properly, but reduce where neces-

sary first, that utter comfort and correct style go together as foundations for your well being. Appointments may be arranged by telephoning Gerrard 6483.

Helen's House of Corsetry
270 Danforth Avenue, Toronto

NOT only flowers, but the work of arranging them is included in Mrs. Percy Waters' Flower Service, at her shop on the Danforth. Telephone her at Gerrard 2121 and ask her to send whatever flowers you wish "in containers" ready for bowl or centrepiece. All that re-



mains for you to do is fill your bowls with water and stage the effect. Or you may have your vases sent to her, and flower-filled on the spot. Mrs. Waters' flowers are always exquisitely fresh, and personally chosen.

Mrs. Percy Waters,
445 Danforth Avenue, Toronto

HATS—GOWNS

Kathryn Ince



THREE CHARLES STREET WEST
TORONTO

Rançois

Ladies' Hairdressing

EUGENE PERMANENT WAVE

22A Bloor St. West, Toronto
Kingsdale 1331

Our new address is
97 YONGE ST.
East side—just below Adelaide



Since 1884

The favorite confections in Toronto homes for more than 40 years.

distinctive Lamp Shades of parchment

Designed and created in our studio. Specialising in matching color schemes of any pottery base or harmonizing with your hangings.

WILLOW HALL
The Gift Shop

418 Richmond St.
London

free wheeling

Every car generates momentum . . . but *only* the new free wheeling Studebaker Eights use it without paying for it. Free Wheeling saves you 12-20% on gasoline and oil. You drive more safely, more easily. Only the new series Studebaker Eights offer you the thrill and thrift of free wheeling.

Studebaker models range in price from

\$1025 to \$3465
at Walkerville, Ont.
Taxes extra.

STUDEBAKER

Diet Kitchen Tea Rooms

Bloor and Bay Streets
Toronto

Telephone Kingsdale 4382-4905



Special Rates for Club Dinners and Afternoon Teas may be had on application

Open Sundays and Holidays

PROBLEM SOLVED



! The new McBrine trunk, tourist wardrobe, and Aeropack for ladies, Fabrikoid, Ivory and red grain, and the rip of tomahawk red in models completely

