



I QUIBBLE with Shakespeare's insistence that a rose by any other name would smell as sweet. Any other name might have been acceptable in the first instance. But not now. The rose has come down to us through the years accumulating its own traditions. The result is, that to-day the rose actually represents the essence of sweet fragrance. Mere mention of the name actually brings luscious memories.

This matter of the traditions which a name acquires is vital. I realize it the more since first turning over in my mind the problems of directing a magazine such as *Mayfair*. Let Shakespeare insist that any other name would smell as sweet. But would it?

Would *Hodge Podge* or *Hoity Toity* have smelt as sweet? Would either have created the same favorable reaction which we aim to create with *Mayfair*?

Those of us whose problem was the selection of a name for another MacLean publication were confronted with unguessed considerations. First of all there were our own publishing traditions. As a publishing house with an established reputation over a period of years this was a matter of deep concern. Then we had the traditions of Canadian life in its most gracious aspects, with which to reckon.

So we chose *Mayfair*—*Mayfair* with its long line of culture, fashion and social distinctions. Actually the name of a fashionable neighborhood

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in the West End of London, England, adjoining the equally fashionable Belgravia, east of Hyde Park. *Mayfair* has, however, taken, on a broader—but invariably exclusive—interpretation.

Tradition has done much for *Mayfair*; it has impelled a far-reaching respect for a name. *Mayfair* is an English idiom for *le dernier cri*; but it is more, for while it means smartness as pertaining to the last minute in society and fashion, it has, too, the finer sense of fitness by reason of the distinction of its actual British association.

In the dictionary of modern culture *Mayfair* has lost its wholly local feeling. It is local only in that it pertains to a certain definite London exclusiveness. *Mayfair* in truth has been absorbed into an Empire's parlance.

That is the background upon which we shall build.

I have the honor to present to you—our first readers—a magazine which will interpret the life and interests of Canadians in their most gracious moods.

Mayfair from month to month will present the pageant of Drama, Fashion, Literature, Art, Society and Sport—as it touches or amuses our own people across the Dominion.

J. Herbert Hodgins

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