

MAYFAIR

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—Luigi Diaz

Three of Jean Patou's new winter sports costumes, in jersey, with knitted sweaters. The single toned suit ensembles are enlivened with typically French Canadian toques in matching shades, scarfs, sox and sashes. The centre ensemble is especially lively with polka dots

MAYFAIR in Vienna! . . . "fancy meeting up with *Mayfair*, here" writes a Globe-trotting Canadian from the heart of Austria. "We have been away from Calgary, now, for seven months; meeting *Mayfair* in Vienna was like a breath of home."

Mayfair wanders afar, but whether it be discovered in Zanzibar or Copenhagen it is invariably found to be full of zest, fully atmospheric of Society life of Canada.

This zest for life and the best which life has to offer, carries *Mayfair* apace with the changing seasons. Next month, *Mayfair* takes up with the winter sports . . . skating with the winter clubs and keeping up with our proud achievements in figure-skating . . . skiing at Banff, or the Laurentian Mountain sides, and dipping down to the hillsides of Quebec and Murray Bay, where this year centreing about the picturesque *Chateau Frontenac*, and the newer but highly romantic *Manoir Richelieu*, Society will embark upon a colorful winter season.

Mayfair will be there . . . alert to the newest expressions of the winter mode, keenly participating in the sports of ice and snow.

Mayfair, for February, we promise you, will mirror the very opalescence of snowbound hill and mountain, in sunshine, and under the silver beams of a midwinter moon. It is an opportunity that we have here in Canada, possible, perhaps, in no other land. Time we glorified *Our Lady of the Snows*, and made of her a picturesque asset that all the world may envy.

J. Herbert Hodgins

VOL. IV. NUMBER ONE

MAYFAIR

Branch Offices: The MacLean Co. of Gt. Britain, Ltd., The Sun Life Assurance of Canada Bldg., 2 Cockspur Street, London S.W. 1, England; Telephone Gerrard 6642; Telegraph Atabek Westrand, London; Montreal, Southam Bldg., 1070 Bleury St.; Winnipeg, 810 Confederation Life Bldg.; New York, Room 1257 Graybar Bldg., 420 Lexington Ave.; Chicago, London Guarantee & Accident Bldg., 360 Michigan Blvd.

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Subscription price: In Canada, Great Britain and British Possessions except India, \$3.00 (12/4) per year; in United States and Possessions, and in Mexico, \$3.50; all foreign countries, \$5.00 (£1/0/6) per year.

Published monthly by THE MACLEAN PUBLISHING COMPANY, LIMITED, 143-153 University Avenue, Toronto 2, Canada

JOHN BAYNE MACLEAN, President

H. T. HUNTER, Vice-President

H. V. TYRELL, General Manager

Publishers of: *Mayfair*, *Canadian Homes and Gardens*, *MacLean's Magazine*, *The Ghatelaine*, *The Financial Post*, *Hardware and Metal*, *Canadian Paint and Varnish Magazine*, *Sanitary Engineer*, *Canadian Grocer*, *Drug Merchandising*, *The General Merchant of Canada*, *Dry Goods Review*, *Men's Wear Review*, *Bookseller & Stationer*, *Canadian Machinery*, *Power House*, *Canadian Foundryman*, *Canadian Printer and Publisher*, *Canadian Automotive Trade*, *Bus and Truck Transport in Canada*.