



VOGUE'S PARIS LETTER

Taupe chiffon with bands of white satin and stripings of wool embroidery makes the loveliest excuse for a Premet tunic bordered with very tiny woollen tassels.



VOGUE'S SHOPPING SERVICE

A white peasant blouse embroidered in French blue, navy blue, or rose tops a trim skirt of white cotton gabardine for next summer. Blouse, \$6.95. Skirt, \$6.50.



SMART FASHIONS FOR LIMITED INCOMES

Navy blue gabardine lined, braided, and belted in dull French blue makes this narrow-skirted early spring tailor-made street frock. Tailored to measure; \$65.



VOGUE'S ADVERTISING PAGES

Taupe silverstone with cunningly cut peplum panels and a tapering collar of Hudson seal; \$69.50. From a great store's advertisement in Vogue.



VOGUE'S MODELS FOR THE SOUTH

Cinnamon velours embroidered in wool of the same shade makes a sleeveless coat worn over a frock of café au lait batiste cleverly trimmed with Irish lace.



VOGUE'S PATTERN SERVICE

The new coat, hung from the shoulders and turned up for pockets, shows a waistcoat blouse worn over a slashed skirt with pin-tucked side sections. No. 4587-88. \$1.

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Vogue's Paris Letter

Authoritative, amusing, illustrated with delightful sketches, and written by a woman who has the entrée to the most exclusive ateliers who knows the ways and the clothes of the great world—this is Vogue's Paris Letter.

But underneath the charm and the gossip lies the most valuable money-saving clothes information. All style features originate in Paris. The woman who reads Vogue knows—months in advance—what New York will be wearing, and so is able to double her available capital by never buying a declining style.

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Vogue's "Seen in the Shops"

Never was there such a bewildering array of new models and materials as next season will bring out. Some are good—some are bad—some are negligible. The amateur buyer may well stand appalled.

Vogue is an expert professional shopper employed by thousands of well-dressed women in and out of New York. Every bit of Vogue's style knowledge and textile information is employed in choosing the frocks, suits, lingerie and accessories which appear in every issue. They are really new, they are really smart; and Vogue will really buy them for you—without commission.

③

Vogue's "Smart Fashions for Limited Incomes"

To make economy becoming—to keep up one's reputation for being well-dressed on a minimum expenditure—doesn't that test every bit of cleverness a woman has?

Vogue shows, every two weeks, two pages of designs for the smart woman of not unlimited dress allowance. Vogue will also lead her to the New York counterpart of the famous "little dressmaker," the Parisienne's secret of chic. Vogue will find her a tailor, inexpensive because his reputation is still in the making—a furrier who will do out-of-season work reasonably. Vogue will answer by mail any and all of her questions on dress—for the price of a three-cent stamp.

VOGUE

CONDÉ NAST, Publisher
EDNA WOOLMAN CHASE, Editor
HEYWORTH CAMPBELL, Art Director
19 WEST 44th STREET, NEW YORK CITY
35 Cents a Copy \$5 a Year

\$2* invested in Vogue
**a tiny fraction of your loss on one ill-chosen gown*
Will Save You \$200

Severity has been the mode in war time. Now—what is to be the new silhouette? What the favored colors? How can you assure yourself added distinction of dress, and save yourself from misguided or haphazard buying? The secret is not more money. It is Vogue's authoritative, advance fashion advice.

The gown you buy and never wear is the really expensive gown. Gloves, boots, hats, that miss being exactly what you want, are those that cost more than you can afford.

Vogue suggests that before you spend a single penny on new clothes, before you even plan your wardrobe, you consult its great Spring and Summer Fashion numbers. Begin with the Lingerie Number, ready now.

9 Numbers of Vogue for \$2

★ Ten, if you mail the coupon now

- *Lingerie Number** Jan. 1
The most daring and intimate of the Parisienne's thoughts on lingerie. The latest Fifth Avenue originations. Linens, laces, accessories.
- Southern Number** Jan. 15
Where to go, what luggage to take; what to wear; the first hints of the Spring mode.
- Forecast of Spring Fashions** Feb. 1
The earliest advance information from Paris on the new silhouette—saving you from the costliest of all errors, a wrong start.
- Spring Millinery** Feb. 15
The hundred best hats produced by the great Paris milliners; shown with their appropriate gowns, veils and coiffures.
- Spring Patterns and New Materials** Mar. 1
Patterns, weaves, colors, materials favored for Spring. France wedded to America—artistry to practicality.



- Paris Openings** Mar. 15
The inimitable models of the Grandes Maisons, as daring, as surprising, as inimitable as ever, determining the mode.
- Spring Fashions** Apr. 1
The full pageantry of the Spring mode unfolded, with dollars-and-cents information in every line.
- Bride's Number** Apr. 15
The bride, the bride's mother, the bridesmaids, the gifts, the breakfast, the luggage, the wedding trip, the reception, the new home.
- Smart Fashions for Limited Incomes** May 1
Must you economize? And yet look chic? A Vogue-trained dollar is a dollar doubled.
- Summer Homes and Hostess Number** May 15
Everything from doorsteps to coffee-cups; not forgetting the loveliest clothes for all the occasions of country life.

IN the next few months, during the very period in which Vogue's special Fashion Numbers appear, you will be selecting your entire wardrobe for the coming Spring and Summer, and spending hundreds of dollars for the suits, hats, gowns and accessories that you select.

CONSIDER then, that for \$2, a tiny fraction of your loss on one ill-chosen hat or gown, you may secure ten issues of Vogue—an assurance of valuable new ideas and an insurance against costly failures. These 10 issues of Vogue, bought separately, would cost you \$3.50. Mail the coupon now!

Special Offer—Don't Send Money Now!

If you mail the coupon at once, we will begin your subscription with the Lingerie Number, thus giving you TEN numbers of Vogue instead of NINE, without extra charge. You need not bother to inclose a cheque, or even write a letter; the coupon will do

Sign, tear off, and mail the coupon. You will get the Lingerie Number at once

④

Vogue's Advertising Pages

Vogue is one of the few magazines where the advertisements are as interesting, as valuable, as the editorial pages—and quite in the same key of novelty and sophistication.

Vogue's readers form the best merchants' best buying public. So the best merchants pick out their best and newest values in order to establish confidence with such discriminating purchasers. And—if you read Vogue—you get the benefit.

⑤

Vogue's Advance Models for the Southern Season

With peace at last, the love of loveliness has sprung up everywhere! The most wonderful and feminine of evening gowns, the daintiest and fluffiest and laciest of summer frocks in dimity and dotted or checked muslin fill the workrooms of the smart dressmakers on their way to take the place of the severe tailored winter things and the uniforms we've all been wearing.

Vogue shows the first of these beautiful new clothes in its models for the Southern season—as valuable to the woman who wants to buy in advance for Northern summer as for those who are going to Palm Beach or California.

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Vogue's Pattern Service

Vogue Pattern Room, 19 West 44th St.
B. Altman, 5th Avenue
Abraham & Straus, Brooklyn
L. Bamberger & Co., Newark

When you buy a Vogue Pattern, you get all the elusive style-quality that has made Vogue the fashion arbiter of America—crystallized into pattern form. You get exclusiveness, chic, real wearability; you get new models every two weeks; and you get the easiest pattern to use that has ever been invented.

Vogue Patterns are designed in advance for the woman who is hard to please. They are absolutely new, but never outré; correct, but never common-place. And, by getting the advice of the Vogue Pattern Room expert, you have the viewpoint of an expert on clothes—as to models for your type, as to materials, color combinations, trimmings and accessories.

Send me NINE numbers of Vogue beginning with the Southern Number and I will remit \$2 on receipt of bill. It is understood that if the order reaches you in time you will send me a copy of the Lingerie Number without extra charge, making TEN numbers in all.

Name _____ (Please write name very plainly)
Street _____
City _____ State _____ No. _____