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THIS year, above all others, when extravagance and waste are to be avoided, you should have Vogue at hand. For, now every woman must devote even more than her customary care to the selection of her wardrobe, so that not one hat, gown or wrap may remain unworn and its price wasted.

Vogue

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

The gown you buy and never wear is the really expensive gown. Hats, suits, negligees, that miss being exactly what you want, are the ones that cost you more than you can afford.

Why take chances again this year when—by simply sending in the coupon and at your convenience paying \$2—you can insure the correctness and economy of nearly a whole year's wardrobe.

VOGUE suggests that before you spend a single penny on new clothes, before you even plan your wardrobe, you consult its great Autumn and Winter Fashion numbers:

HERE ARE THE **10** NUMBERS OF VOGUE WHICH YOU WILL RECEIVE FOR \$2

- ★Forecast of Autumn Fashions September 15
The earliest and most trustworthy forecast of the Winter mode. An authentic tip on the correct fashions for the coming season. An insurance against the most costly of all wardrobe errors—a wrong start.
- Paris Openings October 1
A complete story of the Paris openings. The successful creations of each couturier, which taken collectively, establish the mode. This number includes the best models culled from the best collections.
- Smart Fashions for Limited Incomes October 15
First aid to the fashionable woman of not unlimited means. Even a limited dress allowance can be made to turn out a "Voguetish" woman, if she knows what is, and what is not smart economy.
- Winter Fashions November 1
Showing the mode in its Winter culmination—charming models smart couturiers evolve for their private clientele.
- Vanity Number November 15
Those graceful little touches that make the smart woman smart, where to get them and how to use them.
- Christmas Gifts December 1
Vogue's solution of the Christmas gift problem. A new idea.
- Holiday Number December 15
More gifts and practical ideas for holiday entertaining.
- Lingerie Number January 1
Fine linen for personal use and for the household.
- Motor and Southern January 15
The new fashions in motor cars and the new wardrobe for the southern season.
- Forecast of Spring Fashions February 1
Earliest authentic news of Spring styles. Fully illustrated.
- Spring Millinery February 15
Hats, Bonnets and Toques from the famous milliners.

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 Winter, 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 Vogue for six months—an assurance of valuable and new ideas and an insurance against costly failures.

Don't Send Money

You need not bother to enclose a cheque or even to write a letter. The coupon opposite will do, and is easier and quicker. With one stroke of the pen, you will solve your entire clothes problem.

★SPECIAL OFFER
 If your order is received immediately, we will start your subscription with the current Forecast Number—thus giving you eleven numbers of Vogue instead of ten without any extra charge.
 But since the additional copy must come out of a small supply on hand to meet the demand for this big special number we cannot guarantee being able to send it unless your card is mailed immediately.
VOGUE, 19 West 44th Street, New York City
 Send me one month of Vogue, beginning with the next Opening Number, and will receive the same quantity of Vogue, without any extra charge.
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Peggy Wood, given an old garden with a sun-dial, and crinoline and curls and young love is vivid—natural—all girl in the first epoch of her "Maytime" life, at the Shubert Theatre.



Mae Marsh will delight all those to whom "Polly of the Circus" is perennially new and delightful on the Strand screen this week.



Above—Winsome Julie Herne as Elsie Bolger, in "The Inner Man," the comedy drama in which Wilton Lackaye is starring at the Lyric.

If you are an actress and want your part to be just right—write it, as Emily Ann Wellman (to the left) probably would. This clever young person, successful as an actress in several well-known plays, writes whimsies and extravaganzas for the stage. Her "Wooden Cabaret" will be one of the features of the next Winter Garden show, and there is spirited rivalry among the bidders for the production of her new musical comedy, "3731."



Rubye De Remer, as Lorelei, stands superb on the auction block in the stirring screen dramatization of Rex Beach's novel "The Auction Block," which furnishes a promising vehicle for acting of the good old school. Left, reading down—The Napoleon of Finance, The Heartless Mother, The Scheming Adventuress, The Dramatic Critic; (right) The Blackmailing Brother, The Deux ex Machina of the Happy Ending; The Underworld King, and "The Wickedest Woman in the World."