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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 the ones that cost you 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 Southern Number, ready now.



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Whether you go South, or plan to stay in the snow till it melts, this frock of white satin and white chiffon, with its very tight underskirt and its full overskirt will be a delightful addition to your Spring wardrobe.

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- |   |                |   |                |
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| <b>Forecast of Spring Fashions</b><br>The earliest advance information from Paris on the new silhouette—saving you from the costliest of all errors, a wrong start. | <b>Feb. 1</b>  | <b>Brides Number</b><br>The bride, the bride's mother, the bridesmaids, the gifts, the breakfast, the luggage, the wedding trip, the reception, the new home.   | <b>Apr. 15</b> |
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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, at 35 cents a copy, would cost you \$3.50. Mail the coupon now!

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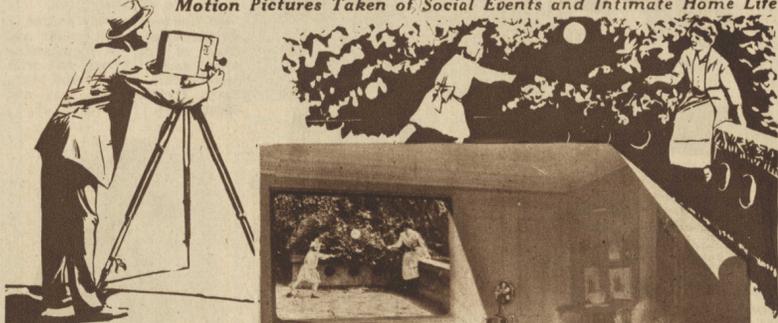
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