Have you tried this SMART ECONOMY?

It will save you at least 50% on your clothes allowance. It will help you plan your season’s wardrobe weeks in advance. You will always know what fashions will be good, and what won’t! Your accessories will be matched to go with several different ensembles. You will be informed on the new fabrics, lines and colors. More than all this, you will be smart!

What is this magic touchstone? Vogue, of course.

Fortnightly, Vogue reports the latest news of Paris…what smart women are wearing at the famous capitals and resorts. It covers every problem of your wardrobe from adapting the newest lines to your figure to avoiding the wrong kind of slippers for evening.

The gown you buy and seldom wear is the really expensive gown. Gloves, shoes, hats that just miss chic are the ones that cost more than you can afford. Guided by Vogue, you can look smart in a $100 expenditure while uninformed women look frumpish in $10,000 worth of mink and pearls.

Now is the time to act! Why go on spending useless dollars every year for things that will never be smart, things you will never wear? Start today to make every cent of your clothes allowance buy chic, chic, and more chic. Sign that coupon now and watch the results!

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Vogue, Graybar Building, Lexington at 43rd, New York City

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