RECENTLY, Vogue received some unexpected publicity. The columnist of a New York newspaper declared the too-prevalent use of the word "chic" in the pages of the most important fashion publications. The columnist, of course, a gentleman. No lady would have been guilty of such a criticism—at least, no lady who reads and utilizes Vogue for what it is, an all-wise, practical guide. For chic is the soul of Vogue's existence. To tell what is chic, and when and why it is, is its aim and achievement. Chic is what Vogue's readers want to read about. And, finally and crushingly, every woman knows that for chic there is no substitute, either in word or action!

Now, columnists to the contrary, Vogue is about to exploit chic anew.

Standing in the middle of autumn, as we are, facing north to the winter, our first consideration is our new wardrobe. And this is a time when a new wardrobe is really new. The feeling of the mode changes, and one must be grounded on the foundation before one essays the slightest purchase. To learn the fundamentals, the wise woman turns to Vogue as a matter of course. Vogue has already turned to Paris and returned with a forecast of the new mode. In this article, one finds the fashions that will lead throughout the early winter. This is not only a description of models, it is a first analysis of the mode. One may learn the way of colours, of the line the silhouette will follow, of the length the smart skirts will take. The woman who is in doubt about the flare of her frock, where it should be and how much, need doubt no more. With the forecast in her Vogue, and her Vogue in her hand, she can select and discard unafraid. For she has a very catcall of chic, assembled in Paris by Vogue, fashion experts who keep their fingers on the pulse of the mode and know how to interpret its every telling throbbing, its every faintest beat.

Advancing higher, Vogue will consider early winter millinery. Will the winter hat be small or smallish? Will felt permit a rival in the field? Will the millinery colour match, contrast, or harmonize with the costume? Femininity, always lured to the top of the mode, awaits decision. And Vogue replies, not only with pages of Paris hats, but, also, with a number of American hats, so that the woman who selects her important first hat for winter has both Paris decrees first hand and their adaptation to the smart American. The same number that features the forecast and the millinery will include smart versions of new fur coats and shining coats that adorn the evening. There will be a group of English children's fashions and, as always, the gay details of smart places and persons that Vogue scatters so lavishly through its pages, so that each new number seems to take wings and fly away, as soon as it appears in public. The September 15 issue is due on the news-stands on September 10, and the best way to intercept its flight is to order a copy before it has had time to migrate.