

"The Hour is Come," is Topic of Sunday Afternoon Sermon

"The Hour is Come" was the subject of the Rev. William A. Sunday's sermon yesterday afternoon. He spoke as follows:

The hour is come. It is very evident to me that Jesus knew that the Father would understand what He meant when He said "the hour is come." He did not say "I have met with a difficulty down here in my mediatorial work, something He had not thought about, or expected would ever occur, but, the hour is come for which I came into the world, around which all hours in the history of the world center. That hour meant more for you and me and all generations of the world than all the hours in the history of the world. Jesus did not mean a period of sixty minutes. It was many days after He uttered these words before the incident to which He referred to in my next text took place. His crucifixion. The Lord knew of our great struggle with the powers of darkness and God had given His promise that the seed of woman should crush the head of the serpent and the world had been looking forward for many thousands of years to that very hour.

Imagine what would have been the feelings of the people of Jerusalem if Jesus had fallen, as it had been prophesied He would, to arise after three days. I think they would have draped their pulpits in mourning and nailed a black cross over the door of hope in the city of Jerusalem. But at the end of the third day, as He said He would, He arose from the grave and walked forth from the grave a supreme conqueror from the dark domain of death, and He lives forever with the saints and reigns and I am not worshipping a dead Jew in the tomb of Joseph of Arimathea but a living, reigning Christ who sits at the right hand of God, from whence He will come to judge the living and the dead. The hour is come.

I believe old Omaha is in the midst of the greatest moral and religious crisis it has ever known. When God called you to this great building here, and in the corner of your city people are talking about this meeting, it shows there has been an awakening.

A man who sins places limitations upon himself. He places intellectual limitations upon himself, physical limitations upon himself and if he lives in sin he is the slave of the devil and forfeits all rights, in my opinion, to respect and decency and I don't care a continental who he is. The cross of Christ was the connecting link between the Old and New Testaments.

The Church is Not the End.

I don't intend to confine my remarks to the historical fact, beneficial as it would be, but I would like to draw a few lessons. First, the hour is come to realize that the church is not the end, and if you think when you come into the church that that is the end God have mercy on you and the church if you are in it. You are not in the church to keep a little space seventeen inches square warm, but that church is in the community and you are to be a better community and overthrow the sin that is in it. And if you do not, the church is a flat failure.

The hour is come; come for something else. It has come for plainness of speech on the part of the preacher. If you have anything to antagonize, out with it; specify sins and sinners. You can always count on a decent public to right a wrong, and any public that won't right a wrong is a good one to get out of.

Charles Finney went to Europe to preach, and in London a famous free-thinker's wife noticed a great change in him; he was more kind, more affectionate, more alive, and she said: "What is the matter with you; you have been to hear that man from America preach." And he said: "Wife, that is an insult; that man Finney don't preach, he just makes plain what the other fellow's preach." I wish to God you could say the same of me when I leave here. For in preaching could have you here in Omaha, you would have been in heaven long ago. You need something else, and by the grace of God I am going to give it to you. Now the foremost preacher of his day was Paul. What he preached was not so much idealism as practically; not so much theology, homiletics, exegesis or didactics, but a man of life. I tell you there was no small rest about his way of preaching. When Paul was on the job the devil was awake. There is a kind of preaching that will never arouse the devil.

Unbeliever is Condemned.

"He that believeth not is condemned already." He that has not believed in Jesus Christ, the only begotten Son of God, is condemned where he sits.

Too much of the preaching of today is too nice; too pretty; too dainty; it does not kill. Too many sermons are just given for literary excellence of the production. They get a new adjective or noun, or pronoun—you cannot be saved by grammar. A little bit of grammar is all right, but don't be a big fool and sit around and criticize because the preacher gets a wrong word—if you do that your head is filled with buck oysters and sawdust, if that is all you can see in it.

They've been crying peace, peace. There is no peace. Some people won't come to hear me because they are afraid to hear the truth. They want deodorized, disinfected sermons. They are afraid to get stuck over the edge of the pit and get a smell of the brimstone. You can't get rid of sin as long as you treat it as a cream puff instead of a rattlesnake. You can't brush sin away with a feather duster.

Go Ask the Saved About Revival.

Go ask the drunkard who has been made sober whether he likes "Bill." Go ask the girl who was dragged from the gutter of shame and restored to her mother's arms whether she likes "Bill." Go ask the happy housewife who gets the pay envelope every Saturday night instead of it going to the filthy saloon-keeper whether she's for "Bill." Some people say, "Oh, he's sensational." Nothing would be more sensational than if some of you were to suddenly become decent. I would rather be a guidepost than a tombstone.

Favor Everything Devil is Against.

I am in favor of everything the devil is against, and I am against everything the devil is in favor of, the dance, the house, the brewery, my friends that have cards in their homes. I am against

everything the devil is in favor of, and I favor everything the devil is against. I matter what it is. If you know where the devil is on, put me down on the other side any time. If you haven't got religion enough to believe in revivals, get down on your knees and pray until you get it, or get out of the church.

The Story of the Shepherd.

Did you ever hear the story of the Scotch shepherd that drove his sheep into the fold and counted them over, one, two, three—58, 57, and then came into the cabin and spoke to the collie dog lying in the corner with her puppies, and he said: "Clie, there are three of them gone; you better get out and find them." She jumped to her feet and rushed to the door. The storm beat her in the face and she turned back to her puppies, and there are three missing, got them." She jumped through the doorway and was gone. After a while he heard her at the door. There she stood with two of the sheep. He went back to the fold and counted a second time, thinking that he had made a mistake, 54, 56, 57, 58, 59. He came back to the cabin and went over to the corner where she was lying with her little ones, and he said: "I was right the first time. There were three. You found two; there is one yet out on the mountain. Go and get it. Hurry up." She jumped to her feet and rushed to the door, and she winced and said: "Clie, you won't let that devil die will you? Go out and find it." She looked at her master and she couldn't say no, and she bounced through the open door in the teeth of the storm and was gone. One, two, three, four hours went by, and at last he heard her scratching at the cabin door. He threw it open and there she stood, torn, by thorns, battered by the storm, torn by the rugged rocks, but she had found the sheep that was lost and brought it back.

Tenderly the shepherd took the sheep in his arms and carried it to the fold. He counted the third time, one, two, three, four, 56, 57, 58, 59. He looked at the door and came in. She attempted to reach her little ones in the nest and had fallen exhausted. He spoke words of encouragement to her. He patted her wet and drenched coat. She made a supreme effort to reach her little ones and would do that for his master. Oh, God she had no thought of These! She had no thought only that she was willing to serve her master; she only thought about obeying his command. When Jesus extends His hands and lifts His thorn-crowned head and says: "They are not lost to the church of God." Go and bring them in. We wince and howl and murmur and are not willing to do something to bring them to Jesus Christ. The hour is come to save Omaha for Christ. It would be a great thing if we could sing the doxology, full meter. How about it, Rodey? Let's have it.

Sunday Preaches on Evangelistic Church

(Continued from Page One.)

tion Science. And of them all, that is the worst fol-de-rol of the lot; the worst tommyrot that ever came down the pike. I have read "Science and Health." Oh, yes, I have read everything they ever printed.

I tell you what Christian Science says: "There is no matter. Matter is non-existent, an illusion of the mortal mind." Then why eat? Why wear clothes? Why advertise in the newspapers? Why ask the people to come around and buy your commodities, to buy their groceries and their meat from you? If matter is non-existent, and there is no disease, why have Christian Science healers?

I have not been able to figure that out yet. Christian Science says that man is immune from sin; the Bible says all have sinned and come short of the glory of God. Christian Science says that man is never sick; the Bible says they brought Him all manner of sick and He healed their diseases.

Christian Science says there is no death; the Bible says it is appointed unto all to die, and after death, judgment. Christian Science says man is non-existent with God; the Bible says as for man, his days are as grass, as the flowers of the field, so he flourisheth.

Christian Science says the Virgin Mother Mary conceived an ideal of God and gave him the name of Jesus. Such an insult to God Almighty. That Mary should conceive the ideal and name her ideal Jesus, and he was Jesus because she thought he was.

Why, according to that, all you've got to do is to imagine your kid is Jesus and it is Jesus.

Christian Scientists say Mother Eddy will come to life before the resurrection. If Mother Eddy comes to life before the resurrection I'll eat a polecat for breakfast and wash it down with whisky.

Sunday Bombards Russellism. We have Millennium Dawnism or Russellism or the Watch Tower and International Bible Students, as they say in their advertisements. They do not seek to convert sinners to Jesus Christ, but to convert sinners to Jesus Christ, but to convert sinners to Jesus Christ, but to convert sinners to Jesus Christ.

It makes God out a liar, offers no present repentance, but says repentance is possible after death. If you don't get it now, and here, there's no chance to do it after this life. With all its evangelistic belief, and no matter what it calls itself, it is turning people from Christ.

We have the pernicious influence of fiction. I wish I could sentence to death fifty popular writers who have been turning the people away from Jesus Christ. Each one has some half-bred, fantastic idea of a religion which they use all with the same purpose, to fight Jesus Christ.

Marriage on Installment Plan.

You know a man has printed a book, and they buy it up so fast they can't turn it off the press fast enough, in which he advocates that marriage should not be a life contract, but on the installment plan, like you buy furniture. They see a girl that is pretty good-looking, and they go up and say, "Blaise, let's make up and try it for six months, and if we like one another at the end of that time as we do now, we will continue; if we don't, we'll split up and call it off." Thank God that such an infamous, God-forsaken, hell-horn doctrine will never exist as long as man preaches God's word and woman will bear it.

Another influence against Christ is immigration. There are multitudes of them, a half million to a million every year—just multitudes of them—coming with just enough money and materials enough to escape being paupers and criminals, and they settle here and become a carbuncle on the neck of the body politic.

America Is Europe's Back Yard.

All over America there are patches of Europe, until America has become the backyard in which Europe is dumping its paupers and criminals.

Now, I have not one word to say against any man or woman who sails here and comes across the seas. We all originally came from across the sea.

My mother came from Scotch and Welsh stock and my father was of Saxe-Coburg, and I will be among the first to stand at Ellis Island and extend the hand of welcome to any man or woman who wants to come here and assist in the bettering of our conditions, and live beneath the Stars and Stripes, but, so help me, God, if I will yield to any class or clique.

Believes in Philanthropy.

I believe in lodge philanthropy. It's all right, but it isn't Christian philanthropy. The lodges just take care of the needs of their own particular membership. If the church of God had done what it should have done, it would be doing the work today that the lodges are doing. And if Christians had given one-tenth of their incomes to God's work, the churches would have endowments big enough to carry on that work.

Too Much Negative Preaching.

We have listened to fifty years of negative preaching. The world needs the work and words of Jesus Christ and is crying out for him. He is looking for some Moses to lead it out of Egypt. In a labor meeting in New York City once a man got up and cried: "Let's give three cheers for Jesus Christ." But we have many a preacher who serves out some nice review of fiction from his pulpit or tells of the wonders of science or a new discovery until you can't tell whether you have been to church or to a zoological garden.

A Bit of Theology.

In a little theological venture he demonstrated that angels can't preach to men because they themselves have never been sinners and never experienced salvation.

"If an angel had been intended to preach, there'd have been one on the job," he said. "But God said to me, 'Bill, I want you to go to Omaha for me awhile.'"

Must Go Back to Old-Time Truths.

We've got to get back to the old-time truths, back to Jesus Christ and the apostles and back to the spirit of our forefathers. Venerated gospel will not grip the hearts of the people, and everybody knows the church has been successful only in proportion that it has been evangelized. Any church here that is not evangelical owes Omaha an apology, for it is absolutely of no use whatever.

Science and all that stuff have been trying to put a new dress on sin. They have called it a new dress, a diploma, but he is still the same old drunkard, kleptomaniac, but he's still the same sneaking crook. And they've called the adulterer—Oh, no, they say, that is merely an affinity.

We're going daffy trying to shove people into heaven on the strength of culture. Don't let anybody lead you astray like that. You need a new birth in the spirit and not a new grandfathers or new sanitation. There's a three-fold tendency on the part of the ministry. One crowd seeks to please the world, another ignores the cross of Jesus and tries to make women and men their own savours. The third preaches without fear or favor, and they are the chosen mouthpieces of God.

Says He is Dogmatic.

I am dogmatic. I never use perhaps in connection with anything in Bible. You can't be a minister of the gospel and not be dogmatic. When you get down to trimming the words of God to suit that God-forsaken bunch, you'll have nothing left but a lot of jargon; that won't be worth the paper it's printed on. And just to please a lot of nuts! Say, if the world is against Jesus Christ, then I'm against the world.

You throw away your belief in faith, the resurrection, the atonement and the rest, you leave nothing for the sinner but a red that will break and run into his hand. Doweyism, Unitarianism, Christian Science, and all the other insane delusions, are entering or getting into the minds of the church people, because one-half of the people have no experience in religion. The isms and schisms have got your gang with their tongue hanging out.

Of the Kingdom of God.

Don't you have the audacity to insult God by sneering at my preaching, and calling it out of date. I know there are thousands of ministers that can preach better than I can, but there is not a minister on God's dirt that can preach a better gospel. Nobody can say that I don't love the church. I love the church with every drop of blood in me. It has been twenty-nine years since I was born into the kingdom of God.

It's Next to useless to ask people to join the church when there are people in the pews with debts that have been outlawed.

I knew of a church in Chicago that elected a man an elder who went to every Sunday base ball game in the town. I played base ball myself as a professional for eight years. I consider it the cleanest game in America, just as I consider horse racing the crookedest. If there were anything crooked in base ball, don't be afraid that I wouldn't let you in on it. I'm for base ball; but I never will endorse it being played on the Sabbath.

Preacher is Fired.

There was a church in Chicago that had as a member a man who owned a lot of real estate. Every house he owned was rented out as a house of ill-fame, and out of fifteen buildings he owned eleven of them were saloon properties. And when it came to a vote to put him out of the church he was only one vote besides the preacher's against him. And that was your Uncle Fuller's. A while later the preacher had to walk the gauntlet. They gave him the hook. I have never bawled out a sinner in all my life, and nobody can make me do it. I'd rather lay my right arm on a butcher's block and let the cleaver cut

POSTMASTER BUSSE KEEPS THE RECORDS

Duty of This One of Sunday's Company to Tabulate All the Converts

KIDDIES ALL LIKE NURSERY

"Can I send this package, here, by parcel post?" asked an elderly woman with a big bundle, as she shoved the latter across the counter of the "Billy" Sunday postoffice at the tabernacle, Saturday night.

It was then up to Frederick Busse, postmaster, to explain that the duties of the Sunday postoffice are not exactly those of Mr. Wharton's institution.

"We have many such mistakes," asserted Busse later. "This is only a common occurrence. My principal duty now is to look after lost and found articles."

Keeping Card Index. "Then, each trade-hitter, his name, address and the church he wants to join are recorded by me, and these cards arranged in each pastor's letter box. After the convert has been turned over to the pastor our work ceases. No man is persuaded to join any particular church, in Patterson we had 700 Catholic converts, all going back to the Catholic church, and 300 Jewish trait-hitters."

SIN SCARS MAN LIKE LEPROSY

(Continued from Page One.)

The festering sores, the fingers and toes dropping off. He made telling use of several anecdotes, one being that of a bona constricator which crushed its keeper before a music hall audience, as that they heard his bones crack as he screamed. This was to illustrate the power that bad habits gain over people.

"Billy" hasn't been seen here in finer fettle. He was full of humor, he was frank, he was generous, unassuming, and he varied those varied traits with a touching gentleness as he depicted sinners saved, drunkards bringing home their pay and buying furniture and food and clothes, girls of the demi-monde fleeing from the haunts of vice back to their homes and mothers.

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Describing a red-headed boy, "Billy" said: "He was no red-headed when he was a kid, he was a fair-skinned, the fire insurance rates." The crowd roared and "Billy" grinned and chuckled. But he had a better one in reserve. "Why," he said, when he could be heard, "when he took an egg shampoo you could smell burnt omelet a block away."

Tells Jesus of Omaha.

After talking for more than an hour he concluded with a characteristic "Billy-Sunday" prayer in which he began: "Well, Jesus, aren't the people of Omaha a fine bunch? I know, Jesus, as you lean over the battlements of heaven and look down, that you are pleased, and I know the devil are mad. It's only a week since we came to Omaha and I've tried to be fair and square with you."

"Now, Jesus, help, will you? Go to the hotels and restaurants and the business places and the railroads, and bless the motormen and the postoffice bunch, and the people at the city hall and the court house, and the members of the school board."

Electrical Club Attends.

The meeting was preceded by an extensive song service, led by "Harry." A section of seats had been reserved and were filled by 200 members of the Omaha Electrical club and their wives. Fifteen employees of the Union station had a reservation. According to custom, each was asked to name a hymn, which was then sung by choir and audience.

"Billy" made a little talk about collections again, reminding them that they had invited him to come here.

Little Miss Moneysaid: "I didn't ask to visit you. You've been begging me to come for three years," he said, "and when I said yes to you I said no to fifty other cities. I could be preaching in New York City right now instead of Omaha, if I wanted to."

The collection was the biggest of the week, \$62.56.

Rev. Oliver Keve offered the opening prayer.

Mr. Sunday also announced that the meeting tonight will start when the tabernacle is filled, whether that is at 6 o'clock or at 7:30. If enough are waiting outside, he will preach a second sermon.

New Order of Meetings.

The meeting this afternoon will be the last Sunday afternoon meeting open to the general public. All following Sunday afternoon meetings in the tabernacle will be for men only. Other meetings will be held Sunday afternoons in other places by other members of the Sunday party for women and mixed audiences.

Sunday's Palms Resemble Rasps

When Sunday rubs his hands together, a terrific rick off, he has scored a point, you can hear the scrape of the palms rick off. Years of pounding the fist into the palm for emphases have made his palms as hard as those of a brick-layer or an apparatus gymnast.

IOWAN WILL STAY ON TO HEAR SUNDAY'S TALKS

A lanky fellow was one of the first to seize the evangelist's hand as he concluded his service Saturday night. "I guess you don't know me, Mr. Sunday," he drawled. "My name is Harry Granbrier of Waterloo, Ia. I heard you were in town and I wanted to see a good man from that good old state. The clasp of palms was quite audible last night."

NEW IDEAS FOR THE DANCE

Chambers Back from Meeting of Dancing Masters and Tells of Things for Coming Season.

CANTER AND WALK WALTZ

Prof. and Mrs. W. E. Chambers have returned from California where Mr. Chambers attended the meeting of the American National Association of Dancing Masters in San Francisco. Mr. Chambers was engaged as instructor in rhythmic and classic dancing for this event.

That uniformity in ball room dancing and simplicity in steps and figures or changes is the keynote of the New York idea in modern dancing was brought out at the meeting. There are but three dances being used, according to Mr. Chambers. They are the walk waltz, which is a combination of the step taking one step to the measure, the canter taking two steps to the measure, and the old-fashioned reverse waltz taking three steps to the measure. The one step, which is danced in four simple figures or changes, and the slow fox trot, which is danced in four simple figures, is very different in character from the fast running and hopping movements which have been used in the past.

Mr. Chambers was one of the committees of five to select dances to be standardized. Many pretty dances were shown, of which three were selected, namely: National one step, a New York creation; waltz modern, and Anax fox trot. Novelty dances that will be popular are El Camino (Spanish), Jitney Joe (polka), tango waltz, waltz fox trot by W. E. Chambers, military and one and a half step.

The new dances, says Mr. Chambers, are pretty and simple to learn. The style of dances is smooth and progressive. There are no fads.

None Equal to Chamberlain's.

"If I have tried most of all the cough cures and find that there is none that equal Chamberlain's Cough Remedy. It has never failed to give me prompt relief," writes W. V. Harner, Montpelier, Ind. When you have a cold give this remedy a trial and see for yourself what a splendid medicine it is. Obtainable everywhere. All druggists.—Advertisement.

LECTURES ANNOUNCED BY PHILOSOPHICAL SOCIETY

The following program of lectures has been announced by the Omaha Philosophical society, which meets Sunday afternoons at 3 o'clock in the Lyric building, Nineteenth and Farnam streets: October 2, "The Municipal Court for Omaha," J. P. Palmer. October 9, "Inland Waterways and Their Relation to Business," John W. Gamble. October 16, "Non-Resistance and Anarchy," Harvey W. Morrow. October 23, "Efficiency and the Public School," Anon. H. Bigelow. November 7, "Responsive Government," Cornelius Farrell. November 14, "Tariff Barriers and War," J. W. Woodruff. November 21, "Law and Its Sanction," Francis A. Brogan. November 28, "The Relation Between Economic and Moral Conditions," Laurie J. Quinby. December 5, "Democracy and Efficiency," Elmer E. Thomas. December 12, "Science and Religion," Dr. Rabbi Frederick Cohn.

Be Want Ads Produce Results.

Start a two weeks' treatment of Dr. King's New Life Pills today. Good for stomach and liver. 25c. All druggists.—Advertisement.

THEATRICAL REHEARSALS IN CONVENTION HALL OF ROME

Because of the presence of the Mrs. Patrick Campbell company at the Brantley theater, the Edward Lynch Stock company found it necessary to look up a new place for rehearsal, securing the convention hall at the Fontenelle.

Twenty-eight of the members of the Mrs. Patrick Campbell company are stopping at the Fontenelle.

YOUNGSTERS' CHEERING MAKES HIT WITH SUNDAY

The enthusiastic young man who was cheer leader at the Sunday tabernacle Friday evening for the Central High school is Robert Patten, son of Alvin Patten of the city clerk's office.

Leader Patten mounted a seat in the center of the tabernacle and the way he led his crowd with movements of his arms won the admiration of "Billy" Sunday, who watched and listened with keen interest.

It's Wonderful How Resinol Stops Itching

To those who have endured for years the itching torments of eczema or other such skin-eruptions, the relief that the first use of Resinol Ointment and Resinol Soap gives is perfectly incredible. After all the suffering they have endured and all the useless treatments they have spent good money for, they cannot believe anything so simple, mild and inexpensive can stop the itching and burning INSTANTLY!

They find it still more wonderful that the improvement is permanent and that Resinol really drives away the eruption completely in a very short time. Perhaps there is a pleasant surprise like this in store for you. Resinol Ointment and Resinol Soap are sold by all druggists. Trial free, write to Dept. 2-R, Resinol, Baltimore, Md.—Advertisement.

GET NEW KIDNEYS!

The kidneys are the most overworked organs of the human body, and when they fail in their work of filtering out and throwing off the poisons developed in the system, things begin to happen. One of the first warnings is pain or stiffness in the lower part of the back; highly colored urine; loss of appetite; indigestion; irritation, or even alone in a condition that may lead to that dreaded and fatal insanity, Bright's Disease, for which there is said to be no cure. You can almost certainly find immediate relief in GOLD MEDAL HARRISON'S OIL CAPSULES. For more than 200 years this famous preparation has been an unfailing remedy for all kidney, bladder and urinary troubles. Get it at any drug store, and if it does not give you almost immediate relief, your money will be refunded, price 50c, 50c and \$1.00. Be sure you get the GOLD MEDAL BRAND. None other genuine.—Advertisement.

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Invested in Vogue Will Save You \$200

The gown you buy and never wear is the really expensive gown! Hats, suits, negligees that just miss being exactly what you want, are the ones that cost 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 of your whole Fall and Winter Wardrobe?

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

HERE ARE THE 12 NUMBERS OF VOGUE WHICH YOU WILL RECEIVE FOR \$2

★ Forecast of Autumn Fashions September 1

The earliest and most authentic forecast of the Winter mode, presenting more than forty model gowns by the foremost couturiers of Paris shown for the first time in America in this issue. The inspiration upon which to build your Winter wardrobe.

Autumn Millinery Number Sept. 15

The best one hundred model hats Paris has produced for the autumn of 1915. Model gowns from the openings and the newest models in veils and collars.

The Paris Openings October 1

The complete story of the Paris openings—the successful creations of each couturier, which taken collectively establish the mode.

Autumn Patterns October 15

Working plans for your entire winter wardrobe—the newest models adapted to pattern form. Vogue Patterns bridge the gap between the limited and unlimited income.

Winter Fashions November 1

Showing the mode in its winter culmination—charming models smart couturiers evolve for their private clientele.

Vanity Number November 15

These 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.

Christmas Number December 15

More gifts and practical ideas for holiday entertaining.

Lingerie Number January 1

Fashion 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 Feb. 1

Earliest authentic news of spring styles. Fully illustrated.

Spring Millinery February 15

Hats, bonnets, and toques from the famous milliners of Paris.

Spring Patterns March 1

Working models for your spring and summer wardrobe.

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 paying out hundreds of dollars for the suits, hats and gowns that you select.

Consider, then, that for \$2—a tiny fraction of your loss on a single ill-chosen hat or gown—not only may you have before you at this important season these great special Fashion numbers, but all through the Winter and the coming Spring the numbers that follow them.

December 15, "Mass Psychology—The Call of the Wild," J. J. Points, Jr., December 22, "Co-operation," R. Beecher Howell.