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Amusing women read VANITY FAIR

because it keeps them au courant of all the things one talks about—the gossip of the theatre and opera—the new movements in arts and letters—the latest in sports and salons—the smartest in dogs and motors—the gayest in dances and fashions—the latest tip on where to dine, to dance, to drop in for cigarettes, coffee and celebrities.

Clever men read VANITY FAIR

because it knows the world, and loves it, and laughs at it. Because it is too witty to be foolish and altogether too wise to be wise. Because it isn't afraid to buy the best work of our young writers, artists and dramatists. And because it prints such adorable pictures of Mrs. Vernon Castle.

The most successful of the new magazines

Take your favorite theatrical magazine; add your favorite humorous periodical; stir in The Sketch and The Tatler of London; pour in one or two reviews of modern art; sprinkle with a few indoor dances and outdoor sports; dash with a French flavoring; mix in a hundred or so photographs, portraits, and sketches; add a dozen useful departments; throw in a magazine of fashion and one of literature; season with the fripperies and vanities of New York—and you will have VANITY FAIR.

If you would be "in the movement"

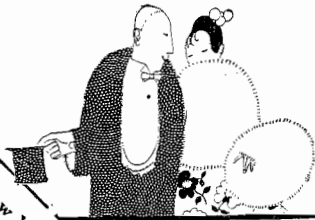
dance the newest dance a month before it becomes popular; dine in Bohemia before it realizes it is Bohemia and charges admission; know what to see at the theatre, hear at the opera, buy at the bookshop, and on no account miss at the galleries—fill in and send in the coupon for six months of VANITY FAIR, at \$1.

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"I love it to my family and friends to go through life with my mind open; to keep my sympathies warm; to remain in constant touch with the newest and liveliest influences in life. I won't be stodgy! I won't be provincial! I refuse to become—whether intellectually or socially—a blight at luncheon. I won't kill a dinner party stone dead ten minutes before the entree. Therefore, I will risk a single dollar and subscribe to Vanity Fair.

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TO USERS OF READER'S SERVICE

We have been much gratified by the increased number of inquiries occasioned by our various Reader's Service announcements. On account of the large number of Landscape architecture inquiries received, we must ask that such future questions be accompanied by a plan of the grounds to be planted, drawn to scale (allowing 10 feet to an inch if the lot is of a average size and 20 feet to an inch if larger), and giving dimensions of the lot, size and position of the house upon it. The general style of the house—Colonial, Italian, etc.—is also an important fact for us to know in order that plantings may be suggested which will harmonize with the architecture.

Your cooperation will aid us in rendering you prompt and careful service.

READER'S SERVICE THE HOUSE BEAUTIFUL, Boston

HOW TO CUT ROSES

THERE is a right and a wrong way to cut roses. The choice of the latter may seriously injure the blossom-producing properties of the plants, it is pointed out by specialists of the United States Department of Agriculture. This applies particularly, of course, to rose plants chosen and grown especially for cut-flower production. Such roses will be largely of the perpetual blooming sorts.

When a rose is cut from such plants—tea roses or other perpetual bloomers—only two or three eyes of the current season's growth of that branch should be left on the plant. This should give the roses very long stems. Succeeding blossoms should be cut close to the ground. It will seem like destroying the bush to take so much off it, but if the object is the production of roses, the cutting away of the surplus wood will attain the desired end.

If the spring pruning has not been sufficiently severe the plant is likely to have long, naked stalks and short stems to the flowers. With this character of growth only one or two strong leaf buds should be left on the branch when the flower is cut, so as to stimulate as much growth as possible from the base of the plant.

The greatest temptation to leave wood is where there are two or more buds on one branch, some being small when the terminal one is open. This temptation to follow a bad practice can be avoided by pinching off all side shoots after a bud has formed on the end of a branch. This prevents the formation of two or more buds on one stalk. This summer pruning will encourage additional blooms on varieties which bloom more than once a year.



BEAUTIFUL

OR

UGLY

THE columns you choose may mean all the difference between a beautiful or ugly entrance to your home. Any wood column will sooner or later split, rot and become unsightly.

UNION METAL COLUMNS

"The Ones That Last a Lifetime"

will protect the most conspicuous part of your home against the effects of spitting, checking, rotting and warping. These columns have shafts of open hearth steel specially rolled and galvanized for this purpose, then coated with a metallic paint to which any color of finishing coat may be applied. These columns will last as long as the house itself and will always be as beautiful as when first installed. Write for Columns Book No. 64.

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