

Savings of $\$ 7.50$ to $\$ 10$
$\qquad$ Materials Materials comprise the most fashion.
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Weaves. Weaves. Colors The season's most antinte


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## The Open Secret Of Cosmopolitan Success

What is the Cosmopolitan policy?
What is the secret of its hold upon the American people?

What magic wand does it wave that casts a spell over more than a million Americans on the tenth of every month?

Be patient, while we try to tell you--in the roundabout way made necessary by so big a question.

There is an apex of achievement in every field of human endeavor.

Each field has its towering figure, dwarfing the rest to Lilliputian proportions.

But in the arts that educate and entertain, there is a supremacy even more intense than this.

The genius is infinitely more than the imperative master of his own domain.

He is a monopolist of his art-the keeper of a treasure house which no key but his can unlock.

Who could compete with Whitcomb Riley in loosing the laughter and tears of little children?

Who would even dare to hold the thought of rivaling the golden-hearted Stevenson?

There you have it!
In those two last sentences is the open secret of Cosmopolitan success.

To bind to itself the luminous figure of every man or woman in the world who has attained the apex of artistic achievement - that is the Cosmopolitan policy.

To gather them all together within its covers and hold them there, with no thought of the cost.

The singers and the poets and the philosophers, the dreamers and the doers-who have reached the mountain height.

That goodly company of rare spirits whom all the world recognizes for their rarity.

Those few artists who can utter for us the things we feel, and crave to know, but cannot speak.

Who can interpret life for us in a language we can comprehend.

Who can make us laugh, or weep, or stir to the depths of our being - who can bring us welcome relief and relaxation from the extra strain and the extra burden of the times-of these the Cosmopolitan strives to establish a complete and an honorable monopoly.

That is why more than a million of us, without urge or asking, celebrate each tenth of the month as a great American holiday.

