

Eskapade von Herrn Fougasse an. Man hat die Empfindung, Austin Reed schämen sich heimlich ein wenig solcher frivolen Methoden. Es entspricht nicht ihrer Auffassung von Tradition und Sitte.

Und nun hat vor wenigen Monaten, eine Minute entfernt, nämlich am Piccadilly, die an Jahren ebenfalls alte, an Geist jedoch jugendliche und ganz anders geartete Firma Simpson einen modernen, lichten, gläsernen Palast, ein Paradies für Männer, hingesetzt.

Alles, was aus Mister Muirs, des Werbeleiters, Office herausgekommen ist, strahlt Lebensfreude und Frohsinn aus. Selbst jene Herren auf den Anzeigen, die auf Grund ihres offiziellen Aufzugs zu einem gewissen Ernst verpflichtet sind, lächeln doch noch innerlich. Man spürt das. Sie lächeln erst recht, wenn sie es offen dürfen. Und nicht stereotyp, sondern natürlich. Hinter der Simpsonschen Werbung steckt Witz, Überlegenheit und auch Ueberzeugungskraft. Manche dieser Texte sind zudem das Beste, was werbestilistisch in den letzten Jahren herausgebracht wurde. Simpson schaffen eine anregende, mitreißende Stimmung. Für sie ist Einkaufen und Verkaufen ein Vergnügen, ein schöner dankbarer Sport, während es bei Austin Reed ein Dienst und eine heilige Verpflichtung ist. Wie Simpsonsche Anzeigen auf den Zeitungsseiten, so fallen die Träger Simpsonscher Kleidung im Leben auf, nicht durch abstoßende Exzentrik, sondern durch das optimistische, frische, fortschrittliche gewisse Etwas. Austin Reeds Ideal aber bleibt das, was sich nicht abhebt.

Dies ist eine Deutung des Geistes, der hinter zwei typischen englischen Werbestilen liegt. Das Graphische und Textliche, die konkrete Form eröffnen sich leicht jedem von selbst, der ihnen hier oder in der englischen Presse begegnet. Während vielleicht die Simpsonsche Art den deutschen Geschmack eher besticht, denken viele Engländer anders und lehnen ihn ab. Der Kampf steht unentschieden.

that seems more like a personal affair, a private escapade on the part of M. Fougasse. One feels that Austin Reed's must be secretly a little ashamed of such frivolous methods. They are not in accordance with their views on the subject of tradition and good manners.—A few months ago the firm of Simpson, which is just as old, but young in spirit, and of quite another type, erected a modern well-lit glass palace, a Paradise for men, one minute from Austin Reed's, in Piccadilly. Everything issued from the office of Mr. Muir, the advertising manager, emanates optimism and gaiety. Even the men in the advertisements, who are obliged to adopt a somewhat serious air owing to their official get up, smile inwardly. One notices that. But they only smile properly when they can do it openly, and then not in a stereotyped, but in a natural, way. Simpson's advertisements are marked by a sense of humour, superiority and also convincing power. Moreover, many of the texts are the best that have been issued in advertising style in recent years. Simpson's create a stimulating and thrilling atmosphere. For them, buying and selling is a pleasure, a fine remunerative game, but for Austin Reed's it is a duty and a sacred obligation. Those who wear Simpson's clothing in real life, like the figures in the firm's advertisements in the newspapers, attract attention not owing to repulsive eccentricity but owing to a certain optimistic, fresh and progressive air. But Austin Reed's ideal is still something that is not conspicuous.

This is a characteristic of the spirit that animates two typical English styles of advertising. The illustrations and the text, or concrete features, are easily understood by anyone who comes across them in Germany or in the English press. While Simpson's style may perhaps make more appeal to the German taste, many Englishmen think otherwise, and will have nothing to do with it. The match is still undecided.



You are invited to call and inspect the special exhibition of overcoats we are making this week, on the third floor at Regent Street. The prices are from five to twelve guineas

Overcoats for Winter

Our plan of tailoring overcoats in advance allows you to experiment with different styles and patterns before you come to a decision. The overcoat illustrated here is a half-belted Walking Ulster, for town or country, walking or motoring. We have these overcoats in a variety of different patterns in greys, browns and blues. Their price is six guineas.

by
AUSTIN REED
of Regent St.

West End: 103-113 REGENT STREET, W.1 • City: 13 FENCHURCH STREET, E.C.3
Glasgow, Birmingham, Manchester, Liverpool, Leeds, Sheffield, Belfast, Bristol, Norwich, Oxford
LONDON 1916

TAILORED AT LEISURE FOR MEN IN A HURRY



We have morning coats and waistcoats for six guineas, and trousers for thirty-seven and sixpence and forty-seven and sixpence. We also have grey waistcoats, single-breasted for thirteen and sixpence, double-breasted for fifteen and sixpence and seventeen and sixpence.

The weeks before a man gets married pass at headlong speed. Hundreds of things to do and apparently no time to do them. That is why our wedding clothes are so popular. They have been tailored in advance in order that they may be chosen and fitted without complication and without delay.

151 FITTINGS AND VARIATIONS IN THE NEW TAILORING

AUSTIN REED OF REGENT STREET

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