

Sorry I'm late—but look what I got at Simpsons!



When husbands buy anything at Simpsons—don't think that that's just the end of the matter. Good gracious, no! You've got to admire the purchase. You've got to discuss it with him—in all the glowing terms that it deserves. He expects you to! Whether it's a boat or a bathrobe, a tie or tennis racket, a dress suit or a dachshund—give the man his due! It's his own store, you see. Everything in Simpsons is the very best that can be made. Naturally, therefore, when a man says "look what I got at Simpsons"—why, he likes to be congratulated.

- OVERCOATS SNACKBAR
- SUITS DRESS CLOTHES JEWELLERY
- HATS THEATRE TICKETS RIDING KIT
- CIGARS **Simpson** TROPICAL KIT
- GIFTSHOPS **ICCADILLY** FLYING KIT
- BEACHWEAR **Simpson** BARRERSHOP
- SHOES **ICCADILLY** ATHLETIC SHOP SHIRTS
- FORMAL CLOTHES GOATS GUNS AND RODS
- TIES TRAVEL BUREAU



Two of the new lines of sports shirts at Simpsons. One is the regular size at 25s. The other, in a new cloth, comes specially for lightness, 15s.



Lightweight sports shirts. The lightest yet made in 21 inch button front and come with. The regular pattern with its two-tone stripe design, 15s or 20s.



The most comfortable and the most stylish shoes in the world. In fact, they are made in the Simpson's factory. The pair in the foreground is made of the finest leather and comes in 15s.



These are the new Simpson's shoes. They are made in the Simpson's factory. The pair in the foreground is made of the finest leather and comes in 15s. The pair in the background is made of the finest leather and comes in 20s.

What's on for Week-ends



In case you are wondering what the above smiles are about, we may say that they were amply prompted by the pleasant thought that Summer is nearly here, and the fact that life in general seems pretty good. You might at the same time cast an eye on the various articles of clothing which accompany all our light-heartedness.

- The double-breasted suit, with light flannel in every button, is an elegant success. Its price is 45s. It is a new line with a few white poplin shirts and silk neckties, and a jacket for 15s. The shoes are brown with calf outside with light leather sole and finished 15s. The hat is made of grey wool with a soft grey band, 10s.
- The double-breasted suit in the other direction is also a success. It is made of the finest flannel in the world. Its price is 45s. It is a new line with a few white poplin shirts and silk neckties, and a jacket for 15s. The shoes are brown with calf outside with light leather sole and finished 15s. The hat is made of grey wool with a soft grey band, 10s.



It's not a dog of any name for the little party in the dog shop, from 2 and 6 guineas.

Simpson

ICCADILLY

Inserate der Firma Simpson, London

Cool Customers!



From the way we keep on showing you various hot weather clothes, you might think that England had recently moved into the tropics. Yet August can be, and often is, quite hot here; so maybe we're wise, after all. The thing which particularly interests us this time is the jacket on the right, because it's a very good example of Simpson's incessant search for useful new materials. This one is a half-and-half of Sloop and Donegal—which is an extremely good idea. Light as you know is cool and light, but it does have a tendency to strain. This the Donegal wrap corrects, besides making a very interesting summer fabric. The first here, in new white with a green over-check, costs 45s; the other, of wool and cotton, is 25s. The trousers in both cases are, of course, the immortal Daks, 30s.



SHOES we are showing here to remind you of our low shoe department on the Lower Ground Floor. The names and addresses: Newington 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200.

SIMPSON 202 PICCADILLY, REGENT CIRCUS (OPPOSITE THE GREAT PORTLAND HOTEL) AND SIMPSON 210-212 OXFORD STREET (OPPOSITE THE GREAT PORTLAND HOTEL)