

DOWN TO THE SEA IN SLIPS



...look what you  
got at Simpson!

*At no time is a man allowed such freedom of choice in the matter of clothing—as when he is wearing practically no clothing at all, down by the sea. Men whose normal days are lived in sober browns and blacks, may be seen flanking the bright spots of the sun... To help this movement along, Simpson have gathered together a truly remarkable selection of all that is best and brightest in the way of bathing things. Well-fitting trunks from 10/- to 25/- (With the 17/- pair, you can have a matching or contrasting top for another 17/-). Full bathing suits (in any number of colours)... but come in and see them all! And N.B.—don't forget that nothing is more uncomfortable in the world than putting on a wet costume. Take ours! Then you will always be dry!*



SIMPSON PICCADILLY, REGENT STREET. THERE IS AN AGENT FOR SIMPSON TAILORING IN YOUR DISTRICT.



It is well worth while paying a visit to our Bath exhibition on the 9th floor. You will find there specimens, naturally, sailing dinghies, oar-boats, boats and all manner of small craft.

# Night and Day!



The idea behind Simpson, Piccadilly, is that it should bring together under one roof, the good things which are made to order. The two summer suits which we dare say here are a pretty fair example of what we mean by that.

**NIGHT.** The same informality which is creeping into men's beach-wear is now evident in summertime evening clothes. Note, above: The dinner suit (7 guineas) with double-breasted dress jacket-pockets; the soft white marocca shirt, with turn-down collar attached and double cuffs (17/-); and the single-breasted marine Savoy evening jacket—yes. Few and easy—yes. And—in those mid-summer days—perfectly in order, whether for dining or bazaar.

**DAY.** Portrait of the same holiday-maker—next morning. The jacket is in white linen (55/-). The sports shirt (22/-) is in navy blue silk thread. Simpsons have masses of sports shirts to choose from. The trousers are, of course, Dark—in dark navy blue flannel (9/-). Again, cool and comfortable and smart! Question: Would it save you a lot of holiday-shopping bother if you were to come in and get these two outfits—at one stroke, in my speak?

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# Simpson

PICCADILLY

## Shoes and Socks



**LEISURE.** People tell us that the floor they like best at Simpson's is the Lower Ground. Whether that's because the snack bar is there, we don't know. But we do know that our shoe shop is there, too—and that it's a pretty remarkable place. The four pairs above are from our big selection of holiday shoes. They cost between 25/- and 50/-.



**TOWN.** This row contains suggestions for more formal occasions. The pair on the left are in brown nubuck, the next in calf—the others are in willow. Their prices run from 35/- up to 50/-. We ought also, at this point, to mention socks, of which we have a very large variety running in price from as high as 15/- down to 5/-. All very excellent.



**EVENING.** Simpson show several styles in which evening shoes may conveniently be fashioned. A more usual one, which several well-dressed men have been much taken with, is that on the extreme right. It is what we call a "two-tie," which gives a long front to the shoe—and, as a patient Oxford, we sell it at 42/-. Worth coming in to see.