

neuen Wirkungen gern und aufmerksam auf. Aber immer geschieht hier etwas, was wir sozusagen zufällig, wie in ein Geheimnis dringend, wahrnehmen. Das, was die Agentur Crawford herausgebracht hat, ist dagegen anders, ist mehr beseelt von einem darbietenden Willen. Hier soll verkauft werden. Die Socken-Anzeigen und auch die Hosen-Insertate sind wie eindringliche Lehr-Bogen, sie sind „angeordnet“, akzentuiert, enthalten Einzelheiten und Erklärungen. Dinge, die wie Socken und Hosen nur einen Teil der Kleidung ausmachen, erheischen

Agentur

Agency

F. C. PRITCHARD WOOD & PARTNERS LTD.



CLOTHES AND THE CLOCK

PIN-SPOT WORSTEDS

This latest range of worsteds, in blue-grey, mid-grey and fawn, is tailored in a pin-spot pattern with a neat stripe and covers six guineas.

The New Tailoring was not devised merely to deal with dress crises produced by unexpected invitations. But certainly on these occasions it is an uncommonly handy innovation. For here, at any eleventh hour, is an abundant choice of clothes—tailored at leisure for men in a hurry.

151 FITTINGS AND VARIATIONS · PRICES 5, 6, 7 AND 8 GUINEAS

AUSTIN REED

OF REGENT STREET

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Glasgow, Birmingham, Liverpool, Manchester, Sheffield, Leeds, Bristol, Belfast, Norwich, Oxford

AND WHAT A SAVING OF TIME



The suit illustrated is a very neat and good-looking worsted. Tailored in mid-grey, blue-grey or dark fawn, it costs five guineas.

A sound idea, this modern way of choosing clothes by putting clothes on. By looking at yourself in a suit of clothes, you see the final effect at once. What a blessing to be able to buy clothes in certainty, with full knowledge of their suitability, their cut and fit—and what a saving of time!

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Entwurf Design
TOM PURVIS

“bined”, accentuated and contain detailed information. Articles like hose and trousers which form only a part of men’s clothing require an entirely different treatment to that demanded by a whole outfit. They have to be brought into prominence if they are to hold their own. Ashley with his unconventional artistic inventiveness has been eminently successful in complying with these demands, and has made of the illustrations one clear, strongly assertive and genuinely artistic composition.

Translated by Flora Salmond-Volkman