

Ready for anything

IN HALF AN HOUR



Ten years ago if a man wanted an overcoat made of first-class materials by a tailor who knew his job it had to be made to measure and it took time. It was impossible to buy good clothes ready tailored. To-day it is not only possible but easy for a man to equip himself at any eleventh hour for any social occasion. For at Austin Reed's he can get perfectly fitting clothes that have been skillfully tailored without haste in order that he may choose without delay.

The material illustrated is the "Huntsman's" Scotch-wool, double-breasted, in a choice of fawn, brown, blue and black. 6 guineas.

Just a part of the
AUSTIN REED
service

102-113 REGENT STREET, W.1 • 13 FENCHURCH STREET, E.C.3

Ready for anything in half an hour!



In the swiftly moving world of to-day it is vital to remember that Austin Reed's are all times able, in half an hour, to equip you with first-class, ready-tailored clothes for any social and sporting occasion. You can choose with full confidence in the fitness of the cut, the quality of the material and the value for money.

Illustration of a particularly good-looking double-breasted suit with chest, in pinstripes. Double-breasted 5/2 gns.

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Agentur Agency
F. C. PRITCHARD WOOD & PARTNERS LTD.

Entwurf Design
TOM PURVIS

eine andere Behandlung als eben eine ganze Ausstattung. Man muß sie stärker in den Vordergrund schieben, wollen sie für sich bestehen. Die malerische, lockere Eingebung Ashleys hat es verstanden, diese Forderung vorbildlich zu erfüllen und doch den Abbildungen eine klare, eigenwillige künstlerische Gesamtform zu geben.

TAILORED AT LEISURE, FOR MEN IN A HURRY



It is the unexpected irritation that discovers the weaknesses in one's wardrobe! A chance to get a party at Aunt's—and no morning suit. An opportunity to turn an acquaintance into a friend—and no really country suit for the official week-end. It has happened to all of us at one time or another.

But it need not happen to any man who will let expediency urge him to see the New Tailoring.

We have morning suits and suitcases for the general and measure for their work and expense and fullness and expense. We also have our own-made, single-breasted for dinner and expense. Double-breasted for dinner and expense and fullness and expense.

131 FITTINGS & VARIATIONS IN
**THE NEW
TAILORING**

AUSTIN REED
West End: 102-113 Regent Street, W.1 • City: 13 Fenchurch Street, E.C.3
Agents: Birmingham, Manchester, Liverpool, Leeds, Sheffield, Bolton, Bristol, Newport, Cardiff