



# Workwear and street clothes



Kozhinoва Elena





modern world of clothes

1. Beauty

2. simple

3. comfort



# From past in future

## AQUASCUTUM FIELD & TRENCH COATS.

So many worthless imitations are being advertised that it is most essential that Officers for their own protection should read the GENUINE letters from those who have been in the Trenches, and have therefore proved the superior merits of the AQUASCUTUM over all other Coats.

### EXTRACTS FROM OFFICERS' LETTERS:

"It stood the Winter in the Trenches simply splendidly. I know no better coat."

CAPT. P.

"I have nothing but praise for its wet and rain resisting qualities."

COL. N.

"I cannot speak too highly of my Aquascutum, as it has had many severe tests and has always proved to be absolutely waterproof."

LIEUT. N.

"Continuous wear in and out of the Trenches has naturally told on it a bit, but otherwise it is perfectly good. I can never wish for a better coat."

CAPT. B.

"The Officer's Field Waterproof Coat which I purchased from you as a substitute for the much-advertised production of another firm has been subjected to severe tests during the recent inclement weather, and has given every satisfaction."

MAJOR E.

"I wore it continuously from the 13th to the 16th and slept in it in muddy and damp trenches, and for the major part of the time it was raining. I am glad to say the coat kept me absolutely dry the whole time."

LIEUT. O.

"Your Trench Coat has been recommended to me by an officer who has been in the Trenches for 5 months."

LIEUT. P.

The originals of the above letters can be seen by anyone interested.

By Appointment to  
His Majesty The King.

AQUASCUTUM, LTD.

Waterproof Coat Specialists for over 50 years.  
100, REGENT STREET, LONDON, W.



## AQUASCUTUM MILITARY WATERPROOFS

We are daily receiving letters from customers on Active Service, expressing their appreciation of the splendid qualities of the

### Aquascutum Coat

and would recommend those who have not had the same experience to benefit by the opinion of Officers who have been in the trenches during the wettest months of the war.

AQUASCUTUM  
LTD.

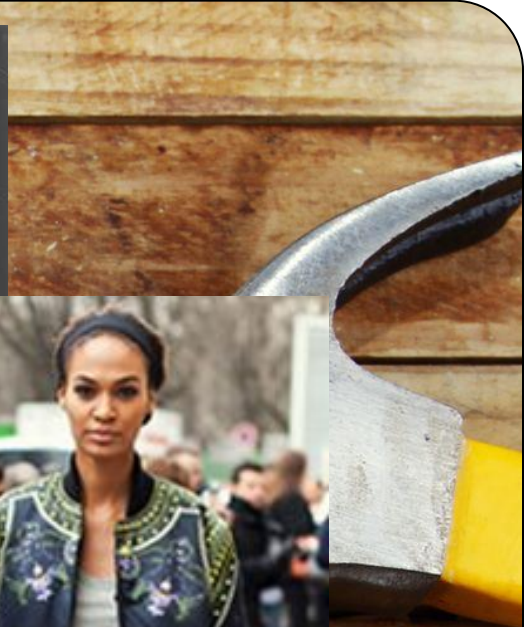
100, Regent  
Street, W.













# work on the fashion











beauty is in the details









# Street fashion





We want to  
work for you!

