

Entwurf A. ASHLEY, London
 Inserate und Schaufensterplakate
 für eine Sporthose

comfort-in-action

Daks the comfort-in-action trousers. Absolutely magnificent for doing everything and nothing in. Cut to fit your hips and give perfect support—without any belt. Add to that a quite perfect hang—a simple device for shirt control—a superb material woven specially for Daks—and it's easy to see why so many famous tennis players are Daks men. In clear, crisp shades of grey, stone and white, price 30/- a pair... Stocked by all the leading stores, tailors, and outfitters throughout the United Kingdom and Northern Ireland. If you have any difficulty in obtaining Daks, write to S. Simpson Ltd., Stoke Newington Road, London, N.16.

DAKS

DAKS

COMFORT-IN-ACTION TROUSERS

Designed to fit at the waist and leave your limbs free. They are self-supporting and prevent your shirt from riding up.