

DAKS

comfort-in-action



Magnificent trousers for doing everything and nothing in. Cut to fit your hips and free you from the bondage of braces and belts. Add—a quite perfect hang—a simple device for shirt control—a superb material woven specially for Daks—and it's easy to see why Daks outclass all other leisure trousers. In clear, crisp shades of grey, stone and white, price 30/- a pair... Stocked by all 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.



... AND ONE GOOD THING LEADS TO ANOTHER

So many men liked Daks trousers that they urged us to produce Daks suits on the same comfort lines. We have done it. Every Daks agent can now show you a range of exclusive materials for Daks lounge or plus four suits, which you can have either ready tailored or made to your measure from 5 to 8 guineas. You can even get a Daks 'Week-end' suit for as little as four guineas.

Inserate für eine Sporthose



DAKS

AND
ONE
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ANOTHER



The most magnificent trousers. Cut to fit the hips, and free you from the bondage of braces and belts. Add to that a simple device for shirt control, and a new material woven specially for Daks, and it is easy to see why more and more crack golfers are taking to Daks. In clear, crisp

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A. A S H L E Y,