

Aperitif hour in

DAKS



At the Carlton Bar at Cannes. On the bank of Pnyx Court. In the "Glasgow" at Dover. Whichever smart occasion—you'll find Daks. Crisp, white linen, like these in the picture. Mediterranean Blues. Cool tropicals. Greys from the palest silver to a new very dark grey. The boots, the rough stuffs, jute and even the corduroys are always in the picture. If you're among the comparatively few people who major on the comfort Daks offers, you'll find Daks in a class by themselves. You'll see that the moment you try them on. 30/- a pair, shorts 21/-. From leading men's shops or Simpson, 202 Piccadilly, W.1.



MEDITERRANEAN

Blues!



Blue Daks are very much in the picture whether you happen to be sunning yourself at St. Tropez or being strenuous at North Berwick. Your choice of shades and materials is expansive. Navy or ultramarine blue—in the same lightweight worsted flannel as your grey Daks. Daringer blue or nearly-navy in "roughstuff". Dark blue or grey-blue in beautifully fine tropicals. But don't limit yourself to Daks in one colour. See Daks colours. Try on some of the crisp, cool flans in white or biscuit. Consider the waterproofs for golf. Look at the knits. In fact, exploit the whole resourceful range. If you haven't experienced Daks comfort in action yet, life still holds something new! 30/- a pair, shorts 21/-. From leading men's shops or Simpson, 202 Piccadilly, W.1.

DAKS



DAKS

for
locks
and
quays

Whenever men sail or hunt or row, at Cowes, Muller or the other Heligoles, you'll always find Daks very much in evidence. Their splash-resistant trousers cut their feet short against squalls of water—and every other opportunity. Greys for a 50% of course, and the shades in between. But don't forget Daks are now made in even stuffs and no less than dirty-blue colours. Have you seen the tough, stand-up-leather corduroys? Do you know the crisp, cool Daks knits? Have you tried on a pair of "rough stuffs" whose practical benefits with the coat have water? The waterproofs are grand for golf. Go and see them all. 30/- a pair. Daks shorts 21/-. From all good men's shops or write to Simpson, 202 Piccadilly, W.1.

Agentur Agency
W. S. CRAWFORD, LTD.

Entwurf ASHLEY Design

Photos
Geoffrey Morris
Photographs

What's all this tennis racket?



But you see what is every man's final at Wimbledon for the best blue shirt.

The long and the short of it is, a man can wear what Daks or Daks shorts for tennis. It's purely a matter of preference. The great point, as most players know, is to play in Daks. Their moisture-wicking action leaves you on the court in action. Their superb knits with their elasticity in operation. You can have Daks either in the white waxy flannel, white corduroys or even crisp linen. Guarded by every one. And please at the Daks grey, Daks roughstuff, Daks corduroys, and the delightful Daks "knits" at the same time. Black 30/-, shorts 21/-. From all the leading men's shops—or write to Simpson, 202 Piccadilly, London, W.1.



DAKS