



Addressed to Men Who Buy Clothes—and Men Who Sell Them

YOU, as the Average Man—and you, as a Clothier—will read this ad with equal interest.

PALM BEACH SUITS will sell this season at about one-half the price of well-tailored worsteds.

PALM BEACH SUITS, because of the peculiar blend and twist of the patented weave, will wear as long as imported wool and wash as often as needs be.

PALM BEACH SUITS will be shown in 100 different shades and patterns, ranging from the plain natural tan to solid blacks and hairline blues. There will be browns and grays and Oxfords - tans and greens - "sand" and heather mixes - solids, stripes and checks - and many novelty patterns, resembling the finest worsteds - but made of GENUINE PALM BEACH CLOTH, and that means much cooler, much more comfortable, and much less expensive.

PALM BEACH SUITS will be tailored by the best Clothing Manufacturers of the country - men who consider *workmanship* their hobby, and who have made a special study of building exceptional suits from this remarkable cloth. The showings will include those particularly smart Young Men's models that so aptly fit this season's fancy.

We realize that today, when you see this ad, you may say: "Later perhaps. Not now." Quite true. But we feel that you will be glad to know of this economy in dress that will ideally suit the Summer weather, now but a few weeks off-- And that you will be glad to know that GENUINE PALM BEACH, with its reputation for quality and its unique beauty of finish, will present so varied a selection and so inviting a purchase.

THE PALM BEACH MILLS

GOODALL WORSTED CO., SANFORD, MAINE
SELLING AGENT: A. ROHAUT, 229 FOURTH AVE., NEW YORK

AND to you, Mr. Clothier, a word in private:

You recall the hardships encountered this year in making and delivering good clothes the difficulty you experienced in getting what you wanted when it was most needed.

Well then, have you considered that only a limited quantity of GENUINE PALM BEACH CLOTH was distributed for 1919? Many merchants covered usual requirements, and are now pressing for deliveries—but even they do not realize that the demand promises to be very great. Our educational work will be of a vast, impressive, far-reaching kind—its purpose to drive home a final consciousness of PALM BEACH, THE GENUINE CLOTH, and teach the public to recognize in the Trade-marked Label, the safety sign to Summer style and comfort.

If you are not amply prepared—let this announcement serve as a timely reminder.

WE show below, a schedule of National announcements to come:

<i>Saturday Evening Post</i>	<i>Collier's Weekly</i>
June 14th - full page	June 21st - half page
June 21st - half page	July 5th - full page
June 28th - full page	July 12th - center
July 5th - full page	spread in color
July 12th - half page	July 26th - full page
July 19th - center	<i>Literary Digest</i>
spread in color	June 28th - center
July 26th - full page	spread in color
Aug. 2d - half page	
<i>Country Gentleman</i>	<i>The Spur</i>
June 21st - half page	June 15th - full page
July 5th - full page	July 1st - full page
July 19th - half page	July 15th - full page

And the principal newspapers of the principal cities.

REMEMBER THERE IS ONLY ONE PALM BEACH



REGISTERED U.S. PATENT OFFICE

THE GENUINE CLOTH
MFD. BY GOODALL WORSTED CO.

THE TRADE-MARKED LABEL ALWAYS MARKS THE GENUINE