## Most delightful hotel on Atlantic Coast THEMMONMOTH

 Open June 19 to Sept. Wonderful Surf Bathing. Excep-tional 18 .Hole Golf Course and Country Club. Tennis,
Saddle Horses, Motoring. Daily Concerts. Dancing. Saddle Horses, Motoring. Daily Concerts.
Afternoon Tea. Brokers Office. Booklet on Request.

"No one should wantonly choose Discomfort

OME men rave at the closed window, and then solemnly choose clothes that
Some men cast off woolen underwear with the first glint of Spring, only to retain their woolen outer shells through the dog days of July.
Some men fret and fume at the climbing mercury, when it's their choice of attire that makes the day a sticky abomination.
Wise men choose suits of PALM BEACHdesigned for comfort; worn for style.
Wise men are also careful to inquire for the Genuine-and only when they see the trade-
marked PALM BEACH label (shown above) marked PALM BEACH label (S.
Shown in many shades and patterns
The Palm Beach Mills-Goodall Worsted Company
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