

PALM BEACH SUITS



Be Cool in Genuine Palm Beach Suits

If ever a man should dress to fit the weather, it is in the hot days. Of course you *could* ask the doctor, but it is not necessary to go any farther than your common sense. ©

Here's PALM BEACH—in shades light or dark, to suit every fancy or complexion. Tailored like your Easter worsted. Cool—comfortable—washable. ©

And, speaking of common sense, do you realize that a PALM BEACH SUIT costs ever so much less than clothes that are *warm* but no better! ©

Durable, too—it will wear the Summer through, and then wait patiently in camphor for a new season to call it back to duty. ©

Palm Beach
 REGISTERED U.S. PATENT OFFICE
THE GENUINE CLOTH
 MFD. ONLY BY GOODALL WORSTED CO.

There is only one Genuine Palm Beach Cloth. . . . The trademarked label in the coat is your safeguard.

AT ALL GOOD CLOTHIERS

THE PALM BEACH MILLS—GOODALL WORSTED CO.
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