

## Is being cool

a matter of interest to you?


Every Palm Beach Suit made of gen-
wine Palm Beach Cloth bears the Palm
Beach label.
Golf Knickers made of Palm Beach
Sinalingeachet
This Label Identifies the Genuine

## PALM BEACH SUITS at Cood Clothing Stores

## Jake 10 ysars off yourage

 The healthy woman who looks her age is either stupid or lazy. Here's one woman of 38 who looks 28 , and she does it without quacks or rouge or hair dye. You can do it too-read "Why Grow Old?" the first article in a sensational new series. Do you know your own son? He is a puzzle as baffling to parents as is the jazz-mad flapper. What will you do with him? Read what Sarah D. Lowrie says. Don't miss the beginning of "A Ticket for Adventure," a thrilling mystery serial by George Weston. Besides these there are pages of new summer styles; scores of hot-weather recipes; vital, compelling articles; clean, vivid stories-more than 30 fact and fiction features in the big July issue of
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