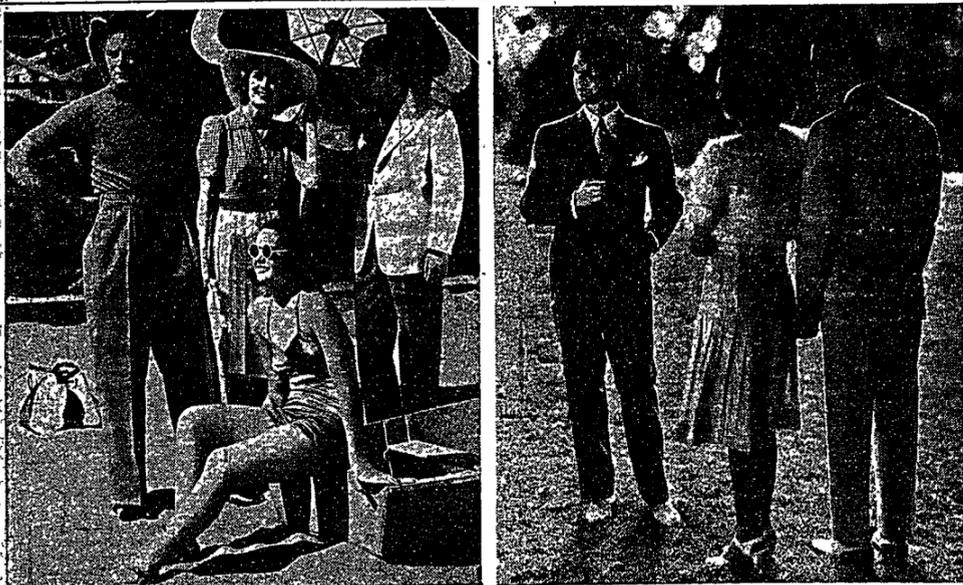


Goodall Announces Four New Palm Beach Spring Models

PALM BEACH OFFERS PREVIEWS OF COLORFUL, COMFORTABLE 1940 MODELS



For Description, See Article in Column 6 on Style Improvements

New Suits Feature Pattern Developments, Exclusive Colors; Double-Breasted Jackets, Lounge Coats, Evening Formals Among Styles

Four new Palm Beach models were offered Penn State students this week by clothiers Jack Harper and Paul Mitten as they decided Spring had finally come to the wintry Nittany Valley.

The new models were announced along with other new features, new pattern developments, and new colors that the Goodall manufacturers have prepared for 1940 after having the best clothing Summer season in history last year.

The most popular of the new models are these:

The Campus: Three button single-breasted young men's coat—a straight-back, loose-fitting eastern university lounge model destined for big sales in 1940.

The New Regent: With buttons spaced closer, a trimmer front, a low sweep of the lapel that shows more linen. A double-breasted with true distinction in its lines and drape.

The New Stanford: Slated as 1940's fastest-selling young men's three-button diapa. Featuring a straighter front, a longer coat, new freedom in the blades, and 1940's perfected Palm Beach tailoring.

The New Shelton: Smartest development of the season in the evening formal field. A narrower shawl lapel, longer, more graceful body lines, leading height and grace as never before.

The sportswear division puts its best foot forward with "The Three Semble," a three-unit sports wardrobe featuring a pre-planned color pattern and fabric ensemble. With every sports jacket go two pairs of slacks—one plain, one patterned. The line of slacks, already a favorite with sportsmen, is more varied and more attractive than ever.

New Color Lineup

The color presentations offer a completely new lineup of light, high colors for 1940. Palm Beach has set this Summer style with its Miami Laboratory as the testing ground and center of its color propaganda. A few years' work lies behind the new exclusive color presentations for the next season. Just a few of the many new shades are Pecan, a clear cool mid-summer brown, Jute and Wicker, Bali Blue completing a wide range of blues, and Dawn Grey, a soft pastel.

Among the new features of the 1940 models are improved, pucker-proof edges that endlessly hold their shape, a perfected shoulder lift that reduces alteration costs, an improved "contour" collar that provides stretch, perfect "lay down" and popular fit, and the new Goodall inner-finish which enables the 1940 Palm Beach suits to withstand any number of launderings.

In pattern, the new line reaches unprecedented heights. The famous Airtone, are presented in a new surprise group of fishbone—feather stripes, whisper stripes and frosted Shelland effects. There is an interesting series of pin stripes—fine threaded verticals on blue, brown and gray grounds—unlike anything ever shown in summer suits.

Neckwear styles are especially designed for the Palm Beach suit by the makers of Beau Brummel ties. The original Palm Beach material is obtained from the Goodall Company and is woven into neckwear.

The Beau Brummel tie comes in many patterns and colors and is washable.

Local Laundry Approved By Palm Beach Makers

For Palm Beach wearers, the Goodall Company laundries throughout the nation as expert careakers of their product.

The Penn State Laundry is the State College firm to receive approval of the manufacturers.

The Palm Beach suits can be washed and are guaranteed not to shrink if laundered according to the Palm Beach specifications with which the Penn State Laundry and other recognized laundries have been provided.

Goodall Sponsors Golf Tournament

15 Experts To Compete In Long Island Match

Palm Beach comes to the front in sports again next month with the annual \$5,000 Goodall Match Play Golf Championship at the Fresh Meadow Country Club, Flushing, L. I., May 16 to 19 inclusive.

Included among the tournament entries are Jimmy Demaret, winner of six outstanding tournaments including Western Open and Master's, Dick Metz, outstanding Chicago pro, Paul Runyan, former P. G. A. champion, Harry Cooper, 1939 Goodall winner, Byron Nelson, U. S. open champion, Clayton Heaffner, the South's newest sensation, Craig Wood, tied for the 1939 open championship, Sam Snead, 1938 Goodall Trophy winner, Horton Smith, one of golf's most consistent contenders, Martin Pose, French and Argentine national open champion, Jimmy Thompson, golf's longest driver, Ben Hogan, winner of the 1940 North and South Tournament, Henry Picard, P. G. A. champion, and Lloyd Mangrum.

Palm Beach Previews 1940 Style Improvements

More ease and comfort in men's clothing and the most colorful sportswear season in years for men are indicated in previews of 1940 Summer styles.

Typical of the new styles are the new Palm Beach Stanford model and the new Palm Beach sportswear (see photos in upper left). The new three-button single-breasted drape Stanford model features athletic shoulders and a subtle line that lengthens the figure and provides maximum smartness as well as ease. (See front and rear views in top right photo.)

Reports from Southern resorts speak well for colorful attire. The Palm Beach jacket in pastel shades harmonizes with slacks in the new green surf shade. The same slacks with soft feather stripe are equally suited for active and spectator sports. (See top left.)

FOR THE BEST SUMMER SUIT—
PALM BEACH
THE BEST RECONDITIONING!



WHITES, LIGHT COLORS, deep tones—if it's genuine Palm Beach, send it here to be laundered and pressed like new. A telephone call will bring our route man to your door. We follow the official formula—and guarantee results—at new low prices that keep the upkeep down.

Our Laundry Approved by the
Goodall Company

Penn State Laundry

Dial 3261

320 W. Beaver Ave.



2. When the chief says, "Well done."

1. When she says, "I will."

3. When you change over to the New Palm Beach.

**LIFE'S
BIGGEST
MOMENTS**

Can we help you to Big Moment Number 3? The Newest and Smartest **PALM BEACH SUITS** are here and ready... Their airy comfort will help you clinch that business

deal today... Their flattering fit will win approval in her eyes... And whether her favorite color is blue or brown or gray, it's waiting for you—in your size—Drop in.

PALM BEACH SUITS .. \$16.75

Evening Formal	\$18.50
Slacks	\$5.00

And we're showing them in a winning combination called the **THREE-SEMBLE**—a coat and two pairs of slacks—each pair styled to go handsomely with your Palm Beach coat

Exclusive Representatives

Jack Harper

Paul A. Mitten



NIC-NACS

A scientist has proved that sweaty persons are more likely to be stung by bees—because bees are attracted by human perspiration—so the answer (in more ways than one) is that a man won't get stung when he wears a Palm Beach suit.

Now Haven and other university tailors point out that students are forsaking shoulder padding for the natural effect.

All this talk about men being impervious to primping is blown into a cocked hat by a new set of compilations showing that American men spend \$30,000,000 a year more in barber shops than women do in beauty parlors.

Those Parisian openings are watched as closely by women's wear people as Palm Beach's opening is watched by the clothing trade—a true sign of acknowledged leadership.

A medical adviser tells us that an over-heated body aggravates hay fever—another reason why Palm Beach suits should be worn (by allergy-addicts anyway) right through September.

After a widely-publicized robbery of their store, a couple of partners in the clothing business

ran this ad, "If the person who visited our store between midnight and dawn last Wednesday will come in, with the 75 suits that he took we will gladly alter them—one reason why our suits are worth so much is the way they fit." Paul Mitten and Jack Harper might have done that in their own stores—had they had a robbery.

The 1940 Palm Beach suit has been priced at \$16.75, news in any style world.

One of the featured beauties in Palm Beach advertising this year is Clare McQuillen, one of New York's neatest models. She was born in Conneaut, O., just 18 years ago. She is an accomplished artist and has won a scholarship for her landscapes and portraits at the Chester Springs School, in Philadelphia, where she studied painting. She has blue eyes, long blonde hair, is five feet, six inches tall, weighs 110 pounds, and had been modeling for four years. And she's single!

LOVE AT FIRST SIGHT!

One look is all anyone needs to appreciate the unmatched smartness of 1940's

PALM BEACH FORMALS

Single or double-breasted white jacket with shawl lapels—and black trousers, \$18.50. At your favorite clothing store—now. And while you're there, see the new Palm Beach Suits...whites, blues, tans, greens and grays...\$16.75. Slacks, \$5. Washable, cool and wrinkle repellent. Goodall Company, Cincinnati, Ohio.



PALM BEACH
THE BEST RECONDITIONING!

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