



A 'Phone Booth in July

will quickly wilt the freshest smile and darken the brightest disposition—Unless—

Well—the man to your left is clad in a Suit of

Genuine Palm Beach

And naturally he can well afford to look pleasant.

For there never was a fabric so wonderfully apt in defying a "hot" situation . . . Its open, porous weave—its clean, fresh appearance—its airy lightness—make living a joy, even when the old thermometer is dizzily climbing around the hundred mark!

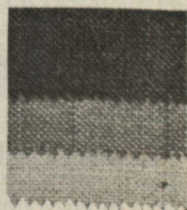
Every conscientious clothier can, and will, show you the GENUINE in a full variety of colors, and with the TRADE-MARKED LABEL inside the coat.



Trademark registered
in the U. S. Patent
Office and in Canada.

Only Genuine Silver bears
the stamp—"sterling". Only
Genuine Palm Beach Suits
bear the trade-marked label.

THE PALM BEACH MILLS
Goodall Worsted Company, Sanford, Me
A. Rohaut, Selling Agent, 229 Fourth Avenue, N. Y.



GENUINE PALM BEACH SUITS
are shown in many patterns—
in dark colors as well as light.