

(Summer fashions from a 1932
Magazine Advertisement)

Suggestions for Vacation Days



2 Button
Coat



White
and
dark

New White Palm Beach Suit—in raised weave. Coat cut on smart “man-about-town” lines. Two-button, with well defined waistline.

To the right: White jacket and dark trouser ensemble. Coat of new white Palm Beach in a swagger double-breasted. Trouser, slack style—in blue gray.

● Yes, the white suit is here to stay. It's finding favor in town and country as well as leading surf resorts.

The New Palm Beach presents the authentic White Suit of summer. It offers, in fact, a combination of features that no other white suit can— It is really cool, not only in *looks* but in *fact*. It is slow to soil and better still—slow to wrinkle. It holds its shapely lines

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better than any washable white suit in the world.

It may be washed or dry cleaned again and again. It will never shrink or stretch; in fact, trips to the laundry actually seem to improve its good looks.

It is shown in a host of smart, swagger models. Double breasted—single breasted. Suits with vests and suits with knickers. Also extra plus-four knickers and tennis slacks.

The New Palm Beach is likewise shown in rich blues, handsome greys, field browns and ecru. Every style-shade of summer is represented in this famous warm weather cloth.

See your favorite clothier—and be sure to demand the New Palm Beach made by Goodall. The trade-marked label in the coat hanger assures you that it is the genuine. Always look for that label before you buy.

Goodall Co., 200 Fifth Ave., N. Y.



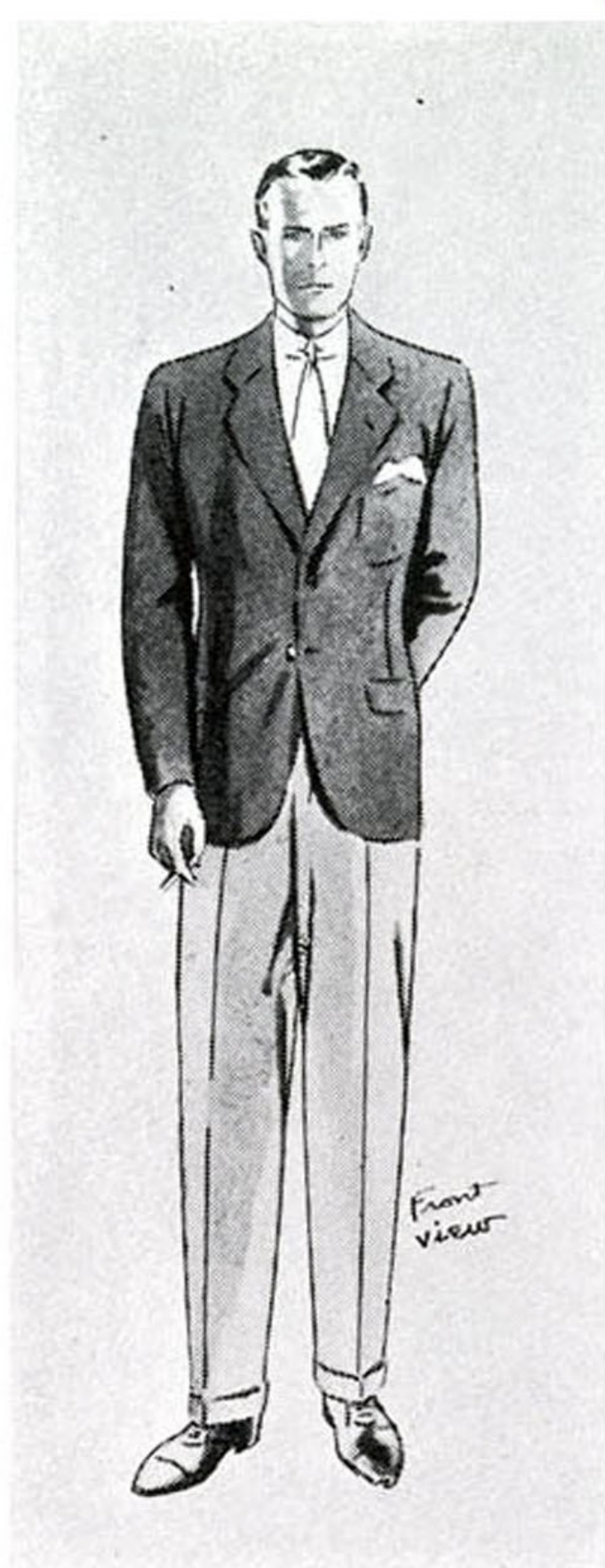
Tweedy knickers, made of the New Palm Beach. Full plus-four effect with pleats — cut along easy, generous lines. Comfortable seat; perfect drape. Much in favor with the sportsman and resorter.



The New Palm Beach "Sand-bags"—latest innovation for the beach. Made with deep double pleats and side straps with belt of same material. Roomy, high-waisted—decidedly smart. In Butcher Blue, Russet, Canary and White.

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Fashion notes for June



New Palm Beach Ensemble. Belt-back sport coat—2-button, easy fitting with smart lines. Full cut sport trouser.



Back view showing belted effect and slightly contoured waistline. A swagger turnout for the country or shore.

Many men do not know that the New Palm Beach has been planned and designed to fill every fashion call of summer—

This marvelously cool patented Goodall fabric is made in every desirable shade and modeled in smart two-piece ensembles for sport and vacation days. Double breasted—single breasted. Also suits with vests and suits with knickers or slacks.

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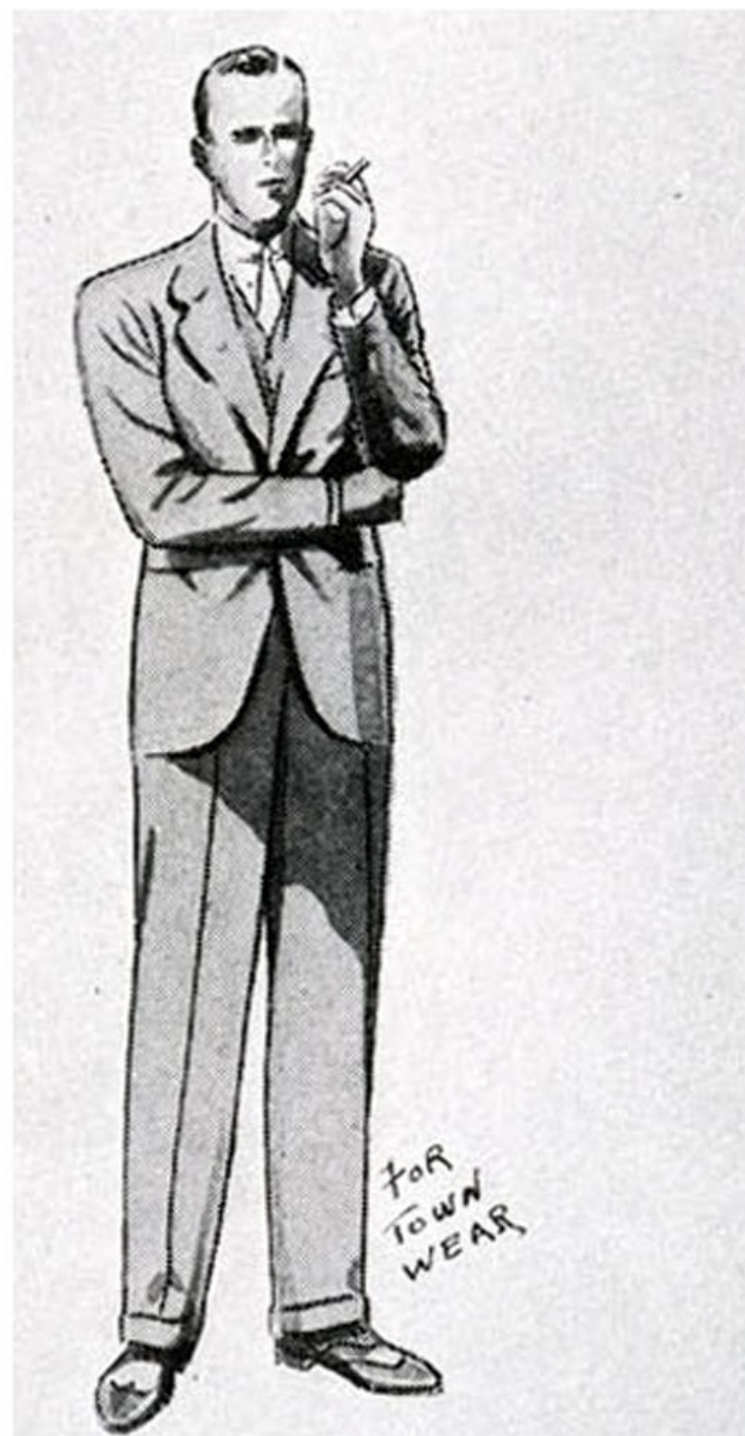
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Perhaps the greatest feature of the New Palm Beach is the surprising way it holds its swagger lines and contours. The fact that it does not readily wrinkle and muss, differentiates it from every light washable suit of the day. This feature is particularly welcome in the New Palm Beach White Suits—which are easily the smartest and most practical white garments for warm weather wear.

Your favorite clothier will show you these latest fashion notes in genuine Palm Beach. Be sure to look for the Palm Beach trademarked label in the little hanger of the coat . . . your assurance of the genuine. Goodall Company, 200 Fifth Ave., New York.



The new Palm Beach slack for golf or tennis. Deep-pleated front, extension waist-band with side straps. Deep in seat and roomy at thighs to give the player ample freedom for play.



This new Palm Beach model finds particular favor with the younger set. Broad shoulders, slim hips. Trousers loosely, comfortably draped. A cool suit for business or informal town wear.