

Select your hard-to-get tropical now
**FROM OUR GREAT STOCKS OF
 GOODALL SUMMER SUITS**



Enjoy open-window comfort in
**22% COOLER
 PALM BEACH SUITS**
\$23⁵⁰

When you hold these famous tropicals up to the light, you'll see what we mean by "open-window comfort" . . . for there are 1,600 open windows per square inch . . . to give you fan-cooled summer comfort. You'll see why this porous weave catches every cooling breeze and lets body heat out. You'll see why Palm Beach fabrics, when scientifically tested, proved 22% cooler than 22 other summer suits. You'll find a great variety of patterns and colors . . . light and dark . . . and such a striking value that you're sure to say "this is the suit for me"

**Goodall
 SUNFROST SUITS**
*are even cool to
 the touch*
\$29⁷⁵

**Goodall
 PALM SPRINGS SUITS**
*soft, cool, with the
 smooth feel*
\$25⁷⁵

**Goodall
 SPRINGWEAVE SUITS**
shed wrinkles like magic
\$37⁵⁰
 2nd floor



Today, on the 100th anniversary of the Chicago Tribune, we take pleasure in reproducing this statue of Benjamin Franklin (1706-1790), which was presented to the printers of Chicago, June 6th, 1896, by Joseph Medill . . . one of the illustrious founders of the Chicago Tribune. Number 11 in our Famous Monument Series

MAURICE L ROTHSCHILD

MINNEAPOLIS

State at Jackson—Chicago

ST. PAUL