

PENNEY'S

ALWAYS FIRST QUALITY!

Just One of Many Styles

One-Piece Swimsuits

6⁹⁰

Smooth two-tone knit of acetate, cotton, lastex and nylon for long wear... colorful California look... Sizes 32-38.



Smart, New Swimsuit Fashions Featuring Lithe, Young Styles in a Variety of Distinctive Colors and Fabrics!!

STRAPLESS SWIMSUIT

Figure flattering acetate lastex faille, with strong fagotted seams, dainty embroidery touches! . . . at Penneys in red, blue, navy or white . . . Sies 32-38.

7⁹⁰



SWIMSUIT SPLASH!

YOURS WITH OR WITHOUT STRAPS!!!

Shirred Strapless

--- 9⁹⁰ ---

Ruffle cuff top and shirred front . . . in dull finish acetate and cotton lastex . . . gold navy, turquoise, green and chartreuse Sizes 32-38.



YOUTHFUL SWIMSUIT FLATTERY IN...

Lastex Faille

Just one of the bathing beauty styles you'll find at Penney's now!! Fashioned in slimming acetate faille and cotton lastex . . . shirred side panels, zipper back and half skirt . . . Sizes 32-38.

4⁹⁸

SECOND FLOOR - SPORTSWEAR DEPT.