



PENNEY'S
ALWAYS FIRST QUALITY!

High Quality 100% Wool
**SHARKSKINS, GABARDINES,
WORSTEDS, TWEEDS...**

Priced T-e-r-r-i-f-i-c-a-l-l-y LOW!!

EVERY SUIT PERFECTLY TAILORED!

Suits That Formerly Sold for Much More Now —

\$28.88 & \$38.88

Pick your suit now — Place a small deposit on it and we will lay it away for you!

**ONE TRY-ON-YOU'LL SAY IT TOO!
"BELIEVE ME, IT'S A GREAT SUIT!"**

FABRICS LOOMED IN THE VERY
FINEST MILLS IN AMERICA!

are hard finished. That means they'll wear long, hold a knife-sharp press, save you plenty on unnecessary tailoring bills. Come in. Slip into a coat. See how smart you look, notice the easy natural fit—always the mark of a genuinely good suit of clothes. Right now our racks are packed with 1952 styles, colors, patterns, sizes. Stop in today! See why "you don't have to be an expert to pick a good suit off Penney's racks!"



**SELECT TODAY
WEEKS TO PAY!
ON PENNEY'S
LAY-A-WAY!**

SMOOTH FITTING

SWIM SUITS

Made with Lastex!

Low, Low

Reduced Price!



\$3.66

Smooth as a second skin... comfortable as an easy conscience... eye-catching as the Olympics... just as cool on a hot summer day! Swimaway suits are fashioned for flattery on the beach or in the water. See them now... choose one and have a happy summer.

PENNEY'S THRIFTY
SECOND FLOOR!

Cool Comfortable

White Sandals

Reduced to Clear!



\$3.00

White leather! Cool sandals with flattering open-works on the vamps... come buy now!... Sanitized for cleaner, better wear. Sizes 4 to 11.



Your
choice...

\$1.50

**STRAW HAT
CLEARANCE!**

Regardless of former price, all Straw Hats remaining in stock at one low price.

Yours for cooler summer! This handsome lightweight straw keeps your head degrees cooler! Smart natural finish; detachable band. Treat yourself to summer comfort! Buy yours at Penney's today! Now is the time to buy!

Penney's July DOLL SHOW

WITH HANDSOME NEW DOLLIES FOR NOW AND LATER!

... PAY AS LITTLE AS 50c DOWN!



Little Sister

**26" DOLL
7.90**



She's wearing a velvet swing skirt, gay striped blouse! Pretty, life-like doll with vinyl head, sparkling moving eyes, latex skin body, arms and legs that move... see her now at Penney's!

21-Inch DOLL in

Blue Jeans!

5.90



She's a regular, real-looking tomboy! Soft latex doll with coo voice, moving eyes, appealing young features... she's wearing blue jeans, just like any little girl at play!

LOOK!

LIFE-LIKE HAIR you can brush, wash and put up in real pin curlers!

19" Baby Doll

\$6.90

SOFT LATEX BODY!
SLEEPS AND CRIES!
MOVING ARMS, LEGS!
SWIVEL, PLASTIC HEAD!

This darling has a SARAN wig of beautiful life-like hair you can wash and set in her own two little curlers! So sweet in her sheer dress with dainty embroidery and lace trim, panties, socks and booties. Come see... you'll love her! Pay only 50c down!

She's Adorable! Latex Body!
SWEATER DOLL

\$6.90



21 INCHES TALL LATEX BODY!
SLEEPS, CRIES; SWIVEL HEAD!

She's dressed in a white or-gandy dress with two-tone wool sweater and matching bonnet... all ready for a stroll with her new "Mommy"! Moving arms, legs... swivel plastic head!

It's Penney's for Dolls
with the New Look!

FRECKLED FACE BROTHER AND SISTER DOLLS!

**26-Inch Size!
Latex Skin Body!
Coo-voice!**

\$7.90

She's a little sweetheart, dressed in bolero, blouse and skirt, just like any little girl ready to go to school! She's soft latex skin, with a life-like vinyl head, sparkling moving eyes, coo voice. See her at Penney's.

He's ALL BOY—just as naughty and as lovable as a real-life fellow! See him now, featured in Penney's July Doll show... he's soft latex, with a natural-looking vinyl head, lots of quality features!



IRRESISTIBLE! 7-INCH

**Miniature
Plastic Dolls**

\$1
each

• Hair Wig • Arms Move • Eyes Close

Buy all the characters — Bride, Bridesmaid, Debutante, Miss Charm, Gibson Girl, Happy Anniversary. Start her a collection of these perfect, miniature plastic dolls. Beautifully dressed in colorful costumes with detailed trims. A handsome buy at this low \$1 price!

PENNEY'S MAIN FLOOR