

# Sacony

## new as tomorrow's sun



# Sacony suits of Palm Beach

## \$25

Just arrived — the spring-fresh, new 1954, twelve-monther Sacony suits that balance your clothes budget in the smartest possible way. Again, Sacony has made a triumph of the chic, subtle mystery of simplicity. The Palm Beach fabric, a tailor's dream, is *cool suiting* of the best-behaved variety imaginable. It never wilts. It resists wrinkles. It wears almost forever... and washes just as easily as it dry cleans! See these superbly tailored suits-of-the-year, soon... in cork and beige as we show them here... in peacock blue, black, navy, and many brights and lights. Proportioned size ranges (misses', petite, and half sizes) with special styles (not shown here) in junior sizes.

*"It's a wonderful buy!"*

Advertised in LIFE and VOGUE



THE ONLY WOMEN'S SUITS OF PALM BEACH