

# Penneys

ALWAYS FIRST QUALITY

THE PENNEY STORY

## How to design clothes for kids

By ROBERTA NASH

Children's clothes don't stand still much. They run. And jump. And climb, and twist, and wiggle. Penney's clothes are designed with all these things very much in mind.

First, Penney's things are comfortable. The fit is loose where it's supposed to be loose and snug where it's supposed to be snug. And second, Penney's clothes are very rugged.

Penneys knows what a fourth-grade teacher told me once. "There's a great difference between casual dress and sloppy dress," she said. "Every child can look neat."



### NEAT KNITS! ORLON® SWEATER 'N SKIRT COMBOS

Turtleneck tops and pleated skirts finished off with briskly contrasting cardigans. Everything's quick care Orlon® acrylic for big and little girls. Bright holiday hues. 4 to 6x, **\$9** \*Du Pont's Reg. TM 7 to 16, **\$11**



### SPECIAL BUY! GIRLS' PENN-PREST BLOUSES... GIFT BOXED!

The nicest gift for girls and their moms. 'Sissy' blouses of Dacron® polyester/cotton that never need ironing, thanks to Penn-Prest! And—with our soil release finish, most stains come out in the first wash. White; 4 to 14.

**2 for \$5**

**PENN-PREST**  
MEANS YOU NEVER IRON  
when tumble dried

### BONDED KNITS SHIFT ONTO THE YOUNG FASHION SCENE

'Babied' empires and pleater tents of easy care Acrilan® acrylic knit backed with acetate tricot. Bright, holiday right colors add cheer to the junior social season starting now.

3 to 6x, **\$4**

7 to 14, **\$5**

**A**  
ACRILAN  
Monsanto

