



The Chanel influence in 65% "Dacron"® polyester, 35% combed cotton. A schoolboy blouse of batiste with vest and skirt of twill. By College-Town of Boston. Spiffy wash-and-wear, this! In curry/navy. 5-15, 6-18. Blouse, about \$8. Vest, about \$9. Skirt, about \$10.



London Fog's "Duchess" raincoat in 65% "Dacron"® polyester, 35% combed cotton. Water-repellent poplin treated with "Zepel"® fabric fluoridizer. Machine-washable! Beige, grey, olive, black, burgundy, navy blue, ivory, copa blue, brown. 6-18 regular, 4-16 petite. About \$35.



The two-in-one poplin jumper! To wear solo — or over brightly printed broadcloth. Smarteens does them in 65% "Dacron"® polyester, 35% combed cotton. Orange, brown or blue with color co-ordinated blouse. Sub-teen 6-14, about \$15.



The classic jumper in poplin with a neat little blouse of broadcloth. They're 65% "Dacron" polyester, 35% combed cotton. The jumper in blue mix, red leather or heather green. About \$8. The blouse in light blue, pink or green. About \$4. Both by Russ for the Girl. Both in sizes 7-14.



Crisp, clear, yarn-dye stripes in 80% "Dacron" polyester, 20% combed cotton. A blouse in any other fabric could never look like this and wash like this! By Ship 'n Shore. Red, blue, green or black stripes on white. 28-38. About \$5.

## 'Dacron': more styles, colors, textures for back-to-school!

*America  
Lives  
in  
"Dacron"*

### This-minute fashion and day-long neatness —that's 'Dacron'!

Soft, pretty dresses. Smart, tidy separates. Crisp-to-stay raincoats. All lovely to look at. All so fresh, so easy to care for. *This* is the kind of back-to-school wardrobe a gal wants. *This* is "Dacron", fall '64. Now, today, shop your favorite store for the clothes America lives in, *learns* in, the clothes with the neatness and niceness of "Dacron". (And remember, piece goods counters are carrying many of the fabrics shown here.) Ask to see *all* that's good, all that's new — in "Dacron".

\*Du Pont's registered trademark. Du Pont makes fibers, not the fabrics or fashions shown. †Slightly higher in the West.



Better Things for Better Living... through Chemistry



Soft goes the pretty print dress — and so fresh, in a lustrous, touch-of-silk fabric. Abby Kent sets a blouse bodice over a skirtful of floating box pleats, in 80% "Dacron" polyester, 20% combed cotton. In high blue, green, wine. 8-18. About \$18.†



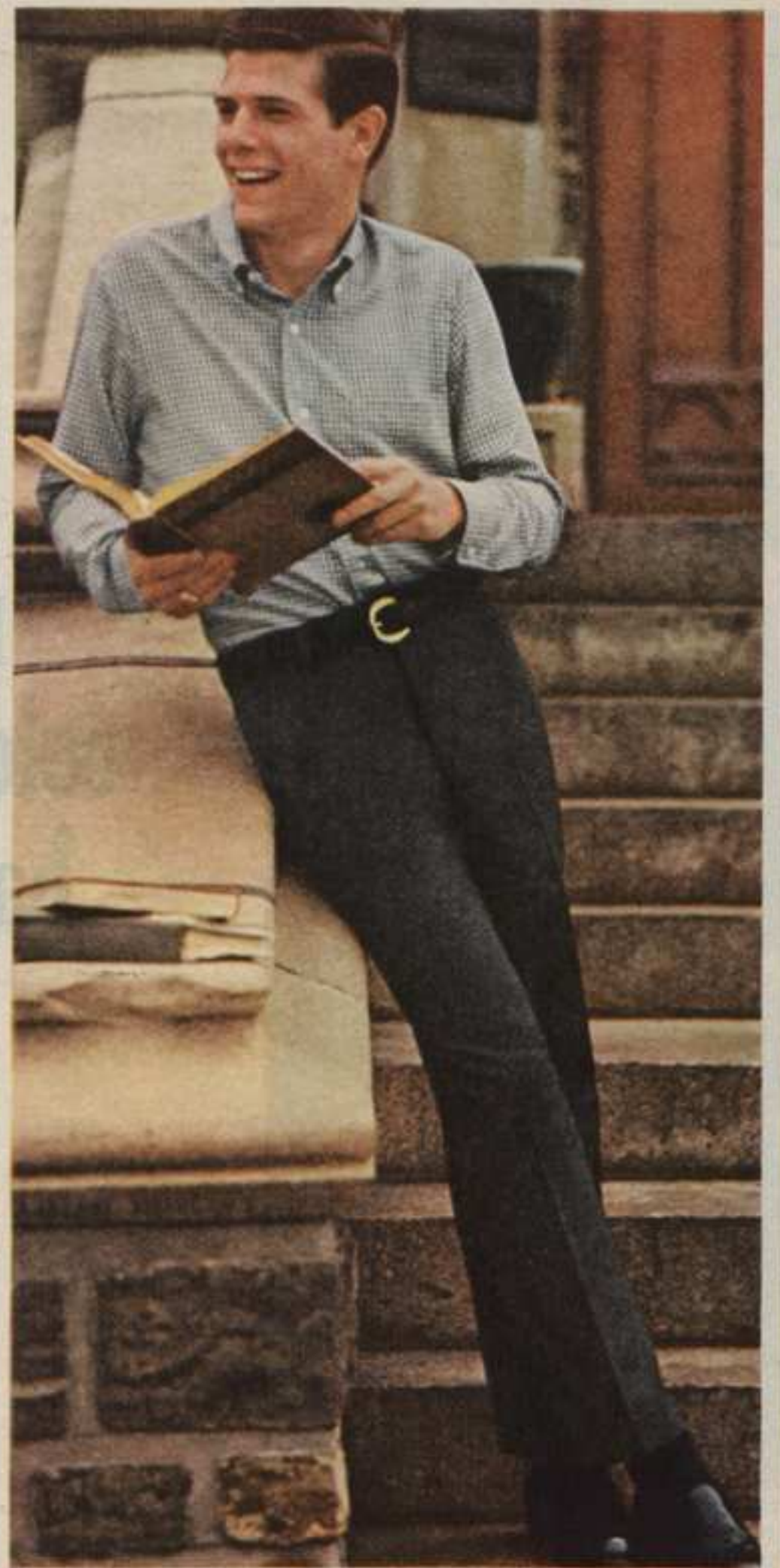
The twill skimmer and broadcloth shirt! Fresh beyond compare, in 65% "Dacron" polyester, 35% combed cotton. And beautifully wash and wear. By Catalina. Skimmer in hunter green, red, navy, black, oxford grey. About \$11. Shirt in off-white, white, pink, blue. About \$6. Both in 8-18.



What every young girl loves — a rollicking red sailor dress with just a smidge of navy trim. Tiny Town Togs does it in a talented, tidy poplin of 65% "Dacron" polyester, 35% combed cotton. 4-6X, about \$9. 7-14, about \$11.



These Ivy slacks not only stay neat and sharply creased — but also stretch for great new comfort-in-action. They're Mr. Leggs slacks of "Dacron" polyester, worsted wool and "Lycra"® spandex. About \$19.95.



Young men can forget about wrinkles with these hip-hugging slacks. H.I.S. tailors them of 65% "Dacron" polyester, 35% combed cotton in a great range of colors. About \$7.00.



Neatness is built into this boys' sport shirt by Model®. 65% "Dacron" polyester, 35% combed cotton, about \$5; likewise the slim, Ivy-styled Kalamazoo slacks of 65% "Dacron" polyester, 35% combed cotton, about \$7.



Rain or shine, this raglan raincoat by Gleneagles keeps its crisp good looks. 65% "Dacron" polyester, 35% combed cotton. Tan or black with tartan lining. About \$39.95.

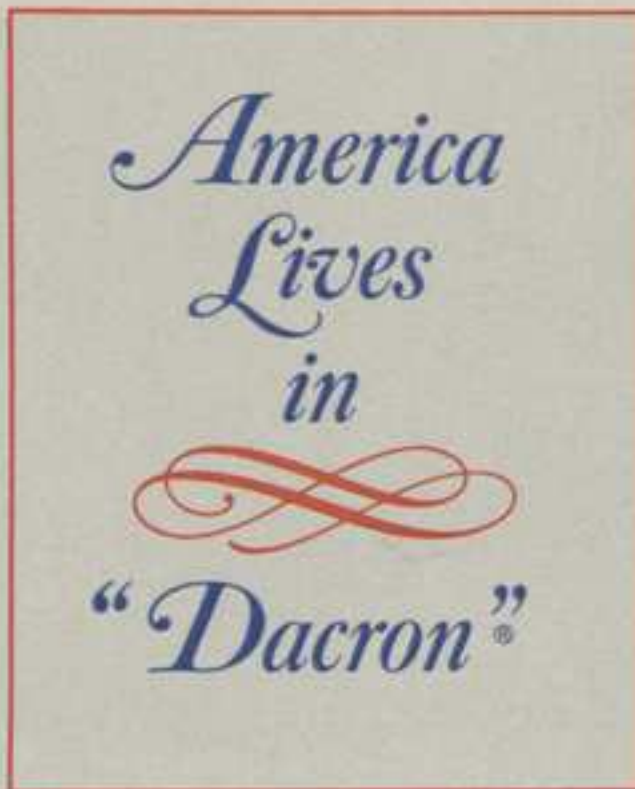


This new breed of whipcord is a press-holding blend of 55% "Dacron" polyester, 45% worsted wool. The suit: Blenron®, a classic natural-shoulder model. About \$65. With vest, about \$75.



After a long day, this button-down still looks neat. Wash-wear oxford cloth of 65% "Dacron" polyester, 35% combed cotton by Gant, about \$7.95. Tie of 100% "Dacron" polyester.

Go back to school  
with 'Dacron'...  
more styles, colors  
than ever before!



For good looks plus  
built-in neatness  
make it 'Dacron'  
this fall

Right now, you can get "Dacron" in all the right styles — and stay neat without really trying. "Dacron" doesn't give wrinkles a chance! The selection? Check this sample. Good-looking, comfortable shirts for sports, dress. Suits, slacks, raincoats and action jackets that look great, feel great. Your favorite store has many more top styles with stay-neat "Dacron"®. Stop and see.

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Better Things for Better Living...through Chemistry



Striped button-down by Arrow in wrinkle-resistant oxford cloth of 65% "Dacron" polyester, 35% combed cotton. Note the smart roll of the collar. About \$6.95.



Lots of action won't wilt this Arrow sport shirt because it's 65% "Dacron" polyester, 35% combed cotton. Neatly tapered model with button-down collar. About \$5.95.



The collar of this all-weather coat by Mighty-Mac® unfolds to make a hood! Stay-neat poplin of 65% "Dacron" polyester, 35% combed cotton, lined with warm pile of "Orlon"® acrylic. About \$55.