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Warmth and durability with Columbia

For kids, each new season brings the anxious excitement of dressing in new styles and colors. It's a parent's responsibility to make sure those garments reflect quality construction, durability and value. To meet these demands, Columbia Sportswear introduces new value-priced youth ski and outerwear for fall '93, expanding its collection 25% and adding new sizes, beginning with XXS.

Columbia recommends an intelligent approach to dressing both kids and adults: start with functional designs, add contemporary styling and emphasize versatility. The new highlights of Columbia's youth offering include the Junior Wahkshum, the Criterion Suit, a snow suit, and the Humdinger Parka, all constructed from Columbia's new Light Bergundtal Cloth, a softer and lighter version of the company's

Light Bergundtal Cloth, a softer and lighter version of the company's classic, 100% nylon Bergundtal Cloth.

"A large part of Columbia's success is based on the value of our products," says Columbia President Tim Boyle. "This is particularly true for purchasers of children's clothing, who require durability and functionality, without sacrificing style."

Many of Columbia Sportswear's youth parkas rely on the company's Interchange System, a feature of



many adult-sized Columbia parkas. The zip-out liner and outershell can be worn together or separately throughout the year, creating a solid fashion base for all seasons. The Interchange System can be found in popular styles like the Bugaboo, Powder Keg, Whirlibird, and Vrroom Parkas.

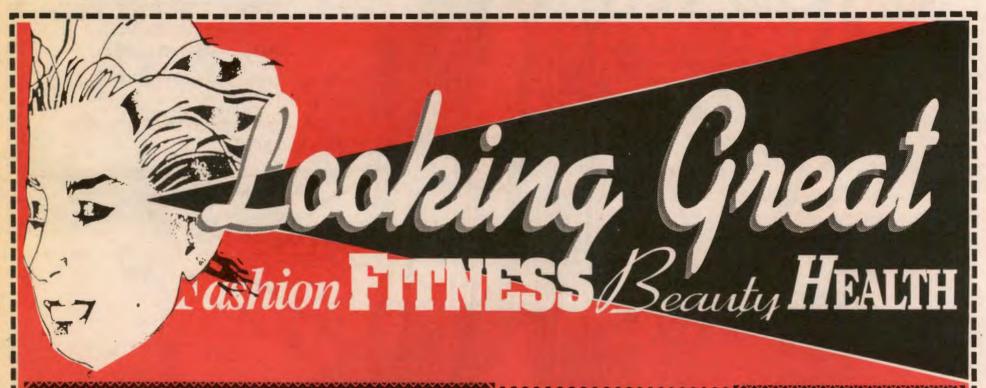
Columbia also offers a line of attached insulation parkas with its new Faren Hot insulation, designed especially for kids, which is made of lofty 100% polyester fibers, a seven

ounce weight is used in the body for warmth and a five ounce version is used in the sleeves to reduce bulk and increase mobility. Attached insulations can be found in the Junior Criterion, Junior Vamoose, Junior Gizzmo and Humdinger Parkas.

The new full-body Criterion Suit and roomy High Divide Pant allow active kids to express themselves in cold weather with unrestricted movement, easing parents' concerns about their children's comfort.

The entire youth line is designed to provide the warmth and durability Columbia outer-wear is renowned for, and is offered in a variety of fall 1993 colors, such as blueberry, emerald, magenta and of course the even popular black.

Columbia Sportswear, in its third generation of family ownership, was established in 1938 and has grown into a manufacturer and distributor of general outerwear, skiwear, rainwear, windwear, sportswear, a denim collection, footwear, and hunting and fishing apparel. Columbia's apparel is carried by approximately 10,000 retailers in the U.S., Canada, Japan, Europe, South America, Mexico, Australia and New Zealand. Columbia sportswear is available at PI's.



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