

LEONARDS

**UNBELIEVABLE!
BUT 100% TRUE!**

HURRY!
TELL YOUR FRIENDS
OFFER GOOD
4 DAYS ONLY!

**TAKE YOUR PICK OF ANY ONE
OF THE ITEMS ON THIS PAGE**

YOURS FREE!
ABSOLUTELY

YES, IT'S TRUE!
SIMPLY COME INTO LEONARDS
AND OPEN YOUR
CHARGE ACCOUNT!
During the next 4 days we will give
absolutely FREE, any item on this page
to anyone who opens a charge account
at Leonard's! There is no obligation and
nothing to buy... just come in and
open a Charge Account!
IT ONLY TAKES A FEW MINUTES
TO APPLY FOR A CHARGE ACCOUNT
AT LEONARDS!
When your credit is OK'ed you will be
given the free gift of your choice.

YOUR CHOICE!
**LADIES' BETTER
PATIO SHIFTS**
Take your pick of polished
cottons, knit cottons, prints
or solids in a gorgeous as-
sortment of shift styles in-
cluding "A" Line & "Slim"
Line.
\$4.98 VALUE

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
LADIES' DEPT.

**4-OZ. COLOGNE
by DON LOPER**
Fabulous "Black Swan"
Cologne by Don Loper in
the large 4-ounce bottle.
One try will convince you
that this is the Cologne
for you!
\$5.00 VALUE

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
PHARMACY

**PERMANENT
WAVE**
This is one of our
most popular Perma-
nent Waves. Be-
sides the Permanent
Wave you get a
shampoo and set
and styled hair cut.
\$8.50 VALUE

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
BEAUTY SHOP

**DRESS
FLATS**
Choose from
eight delightful
patterns! The
dress flats come
in white, pastels
or patent leath-
ers. Sizes 4 to 10
\$4.99 VALUE

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
SHOE DEPT.

**"BELLE BRUMMEL"
FINE LEATHER
LADIES WALLET**
The famous "Belle Brum-
mel," genuine leather,
ladies' wallet. This wallet
features brocade lining.
Sizes 4 to 10
\$7.50 VALUE

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
JEWELRY DEPT.

**PAPERMATE
CAPRI SET**
The fabulous Paper-
mate "Capri" ball point
pen and mechanical
pencil set! Here's a set
that will give you
years & years of writing
pleasure!
\$4.00 VALUE

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
**STATIONERY &
LUGGAGE DEPT.**

**BOXED GIFT SETS
From Our GIFT BAR**
Take your pick
of any boxed gift
item from our
Gift Bar! Bath
Towel Sets, Dish
towel sets, place
mats sets, table
cloth sets, napkin
sets & more!
VALUES TO \$5.97

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
LINEN DEPT.

**WESTCLOX ELECTRIC
CLOCK**
Modern design
with classic ap-
peal. Sweep sec-
ond hand and
shatterproof
crystal.
**\$4.98
VALUE**

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
JEWELRY DEPT.

**12"x10"x6" SEWING
BOX**
This perfect
sewing box
features pocket
in lid, lift out
accessory
tray and lug-
gage type han-
dle. Colors.
**\$4.98
VALUE**

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
**SEWING MACHINE
& VACUUM DEPT.**

**FAMOUS MAKE
CASUAL PANTS**
Men's, nationally famous,
slacks in the most wanted
65% Dacron® polyester
and 35% cotton. Big se-
lection of colors in 28 to
36 waists. All Lengths.
Lightweight. Continental
slim, trim models.
\$5.98 VALUE

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
MEN'S DEPT.

**GIANT 70"x14" INFLATABLE
WADING POOL**
Huge two
ring, 160
gallon cap-
acity, heavy
guage vinyl
**\$7.50
VALUE**

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
TOYS DEPT.

**MONO or STEREO L.P. ALBUMS
YOUR CHOICE**
Choose from: Louis Ar-
mstrong's "Hello Dolly", Al
Hirt's current hits, "Call
Me "Irresponsible" by
Andy Williams, Peter
Paul & Mary, Percy
Faith, Barbra Streisand.
\$4.98 VALUE

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
RECORD DEPT.

**B. C. CAMERA
FLASHGUN**
The nationally famous
B. C. flash gun that
takes M-2, & M-5, &
AG-1 bulbs. For most
still cameras. Built-in
test light circuit, ex-
posure index dial &
plastic case.
\$8.95 VALUE

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
CAMERA DEPT.

**DELUXE TWIN
FLOOR MATS**
Deluxe twin auto
floor mats that will
give you years and
years of wear.
Here's your oppor-
tunity to replace
those old floor mats
free of charge.
\$7.95 PR. VALUE

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
AUTO SUPPLY DEPT.

**4-PAK SPALDING
GOLF BALLS**
Tremendous dis-
tance, amazing
durability, excep-
tional uniform-
ity! Your choice:
Kro-Flite or Air-
Flite.
**\$5.00
VALUE**

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
Sporting Goods Dept.

**ALL METAL
ADJUSTABLE
Ironing Board**
The finest qual-
ity, all metal,
standard size
ironing board
that adjusts to
any height.
**\$6.98
VALUE**

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
**HOUSEWARE
DEPT.**

**DECORATOR
TABLE LAMPS**
Beautifully created, ceramic
base, table lamps that
measure a full 30" to 32"
tall. Many colors to
choose from. Shade in-
cluded.
\$9.95 VALUE

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
FURNITURE DEPT.

**ALUMINUM
BEACH CHAIR**
Folding, aluminum,
bench chairs with
100% Saran webbing.
Lo-boy styling for the
greatest in comfort.
Folds away for easy,
convenient storage.
\$5.95 VALUE

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
GARDEN DEPT.

**10 END TV ANTENNA
KIT**
Deluxe 10 end tele-
vision antenna kit
that will give you
sharp, clear tele-
vision reception
that you never
dreamed possible.
**\$7.95
VALUE**

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
APPLIANCE DEPT.

**SPARE
TIRE**
Our tire depart-
ment will put new
treads on any re-
capable tire, white
wall or black. Be
prepared for that
unexpected flat tire.
\$9.95 VALUE

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
TIRE DEPT.

LEONARDS
8520 SD 100
John L. Customer
123 Main St., USA
CREDIT CARD

OPEN YOUR CHARGE ACCOUNT...
Look at the Advantages a Leonards Credit Card Gives You!

EASY TO USE
Just slip your plastic
credit card in your wal-
let or coin purse. It's
lightweight, durable, con-
venient, spotlessly clean,
and won't soil hands or
clothes.

SPEEDS SHOPPING
A machine automatically
writes your name and
address. It shortens your
purchase time and gives
you more time to shop.

POSITIVE IDENTIFICATION
Your new plastic credit
card tells us at a glance
who you are and where
you live, and it's 100%
accurate and easy to
read.

**ELIMINATES
CONFUSION**
No one else's charge
slips can be confused
with yours, and your
charge - send purchase
can't go astray.

IT'S MODERN
It's no longer necessary
to stand around while
old-fashioned sales slips
are filled in after a pur-
chase. Enjoy the conven-
ience of our new plastic
credit card system.

IT'S HANDY
Your credit card can
always help to identify
you for making charge
purchases elsewhere.

**SWIFT'S Premium
CANNED HAM**
Large, 5-pound, Swift's
Premium canned ham.
Absolutely the finest ham
you can buy!
\$4.69 VALUE

FREE ...WHEN YOU OPEN YOUR
CHARGE ACCOUNT IN THE
MARKET

LEONARDS

Torrance Store
25405 Crenshaw Blvd.
(Corner Crenshaw Blvd. and Pacific Coast Hwy.)
DA. 5-4911 SP. 5-3676

El Segundo
600 N. Sepulveda Blvd.
(1 1/2 blocks South of International Airport)
OR. 8-4762 EA. 2-2135

Garden Grove
12891 Harbor Blvd.
(2 Miles South of Disneyland) Garden Grove, Calif.
JE. 7-5000