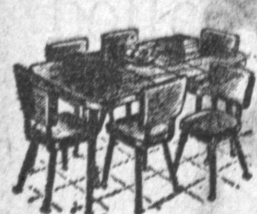


# PROOF

...THAT  
LEONARDS  
SELLS FOR  
LESS!!

## Department Store "M"



### 7-Pc. DINETTE

- Virtue Bros.
- 36x48x60 table
- 6 vinyl upholstered chairs

Dept. Store 'M' Price

**\$79<sup>95</sup>**



### Tyrex Tubeless Tires

- 7.50x14, whitewalls
- 24-mo. road hazard guar.
- 1st line, 1st quality
- Top name brand

Dept. Store 'M' Price

**\$23<sup>50</sup>**

Plus Tax



### 35mm Camera

- Yashica 3-pc. kit
- 35mm camera, 2.8 lens
- Leather case
- Flash gun

Dept. Store 'M' Price

**\$49<sup>88</sup>**



### 7-Pc. GOLF CLUBS

- MacGregor quality
- 4 irons, putter, 2 woods
- Perfect weight balance
- For men or women

Dept. Store 'M' Price

**\$59<sup>95</sup>**



### MENS SUITS

- Fine quality
- Mohairs, silk and wools, sharkskins, etc.
- Latest styles

Dept. Store 'M' Price

**\$75<sup>00</sup>**



### GRUEN WATCHES

- 17 jewel movement
- Ladies' or gents'
- Expansion bands
- Yel. or white gold filled

Dept. Store 'M' Price

**\$29<sup>95</sup>**



### Steam & Dry Iron

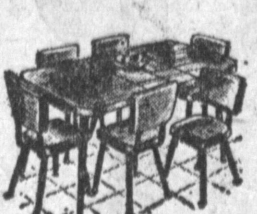
- General Electric
- 2 irons in one
- Even-fo steam
- Fabric selector dial

Dept. Store 'M' Price

**\$11<sup>88</sup>**

**TOTAL PRICE ALL 7 ITEMS**  
Dept. Store 'M' **\$329<sup>11</sup>**

## Department Store "B"

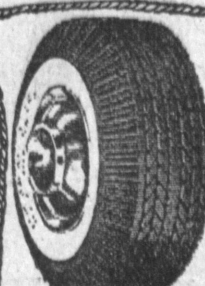


### 7-Pc. DINETTE

- Virtue Bros.
- 36x48x60 table
- 6 vinyl upholstered chairs

Dept. Store 'B' Price

**\$79<sup>95</sup>**



### Tyrex Tubeless Tires

- 7.50x14, whitewalls
- 24-mo. road hazard guar.
- 1st line, 1st quality
- Top name brand

Dept. Store 'B' Price

**\$23<sup>95</sup>**

Plus Tax



### 35mm Camera

- Yashica 3-pc. kit
- 35mm camera, 2.8 lens
- Leather case
- Flash gun

Dept. Store 'B' Price

**\$48<sup>99</sup>**



### 7-Pc. GOLF CLUBS

- MacGregor quality
- 4 irons, putter, 2 woods
- Perfect weight balance
- For men or women

Dept. Store 'B' Price

**\$59<sup>95</sup>**



### MENS SUITS

- Fine quality
- Mohairs, silk and wools, sharkskins, etc.
- Latest styles

Dept. Store 'B' Price

**\$75<sup>00</sup>**



### GRUEN WATCHES

- 17 jewel movement
- Ladies' or gents'
- Expansion bands
- Yel. or white gold filled

Dept. Store 'B' Price

**\$29<sup>59</sup>**



### Steam & Dry Iron

- General Electric
- 2 irons in one
- Even-fo steam
- Fabric selector dial

Dept. Store 'B' Price

**\$12<sup>97</sup>**

**TOTAL PRICE ALL 7 ITEMS**  
Dept. Store 'B' **\$330<sup>76</sup>**

**Compare**  
THESE PRICES  
ON THE "SAME"  
MERCHANDISE  
AT 4 STORES!

Here's proof that it's wise to shop and save at LEONARDS... seven identical items were picked at random in three leading department stores (and also at Leonards). The prices are shown at left.

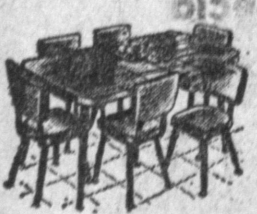
The results are quite clear! at LEONARDS. You would have SAVED ALMOST \$100 on the total purchase or approximately 25% LESS than what the other stores were selling the same merchandise.

\*The items were identical in all respects and quality. (In some cases, the brand names were different.)

**WHICH  
STORE  
WOULD  
YOU  
SHOP  
AT  
??**



## Department Store "S"

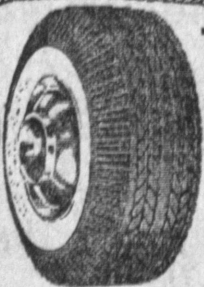


### 7-Pc. DINETTE

- Virtue Bros.
- 36x48x60 table
- 6 vinyl upholstered chairs

Dept. Store 'S' Price

**\$69<sup>95</sup>**



### Tyrex Tubeless Tires

- 7.50x14, whitewalls
- 24-mo. road hazard guar.
- 1st line, 1st quality
- Top name brand

Dept. Store 'S' Price

**\$22<sup>37</sup>**

Plus Tax



### 35mm Camera

- Yashica 3-pc. kit
- 35mm camera, 2.8 lens
- Leather case
- Flash gun

Dept. Store 'S' Price

**\$59<sup>95</sup>**



### 7-Pc. GOLF CLUBS

- MacGregor quality
- 4 irons, putter, 2 woods
- Perfect weight balance
- For men or women

Dept. Store 'S' Price

**\$59<sup>95</sup>**



### MENS SUITS

- Fine quality
- Mohairs, silk and wools, sharkskins, etc.
- Latest styles

Dept. Store 'S' Price

**\$75<sup>00</sup>**



### GRUEN WATCHES

- 17 jewel movement
- Ladies' or gents'
- Expansion bands
- Yel. or white gold filled

Dept. Store 'S' Price

**\$29<sup>95</sup>**



### Steam & Dry Iron

- General Electric
- 2 irons in one
- Even-fo steam
- Fabric selector dial

Dept. Store 'S' Price

**\$11<sup>88</sup>**

**TOTAL PRICE ALL 7 ITEMS**  
Dept. Store 'S' **\$329<sup>05</sup>**

## Leonards Discount Dept. Store

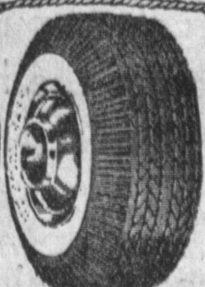


### 7-Pc. DINETTE

- Virtue Bros.
- 36x48x60 table
- 6 vinyl upholstered chairs

LEONARDS PRICE

**\$48<sup>99</sup>**



### Tyrex Tubeless Tires

- 7.50x14, whitewalls
- 24-mo. road hazard guar.
- 1st line, 1st quality
- Top name brand

LEONARDS PRICE

**\$18<sup>95</sup>**

Plus Tax



### 35mm Camera

- Yashica 3-pc. kit
- 35mm camera, 2.8 lens
- Leather case
- Flash gun

LEONARDS PRICE

**\$36<sup>84</sup>**



### 7-Pc. GOLF CLUBS

- MacGregor quality
- 4 irons, putter, 2 woods
- Perfect weight balance
- For men or women

LEONARDS PRICE

**\$37<sup>88</sup>**



### MENS SUITS

- Fine quality
- Mohairs, silk and wools, sharkskins, etc.
- Latest styles

LEONARDS PRICE

**\$59<sup>91</sup>**



### GRUEN WATCHES

- 17 jewel movement
- Ladies' or gents'
- Expansion bands
- Yel. or white gold filled

LEONARDS PRICE

**\$19<sup>95</sup>**



### Steam & Dry Iron

- General Electric
- 2 irons in one
- Even-fo steam
- Fabric selector dial

LEONARDS PRICE

**\$10<sup>88</sup>**

**LEONARDS PRICE!**  
**TOTAL PRICE SAME 7 ITEMS**  
**\$232<sup>41</sup>**

ON THESE 7  
TYPICAL ITEMS  
**SAVE**  
Approximately  
**\$100<sup>00</sup>**  
AT LEONARDS

**These Figures Prove That You Will  
SAVE ALMOST 25% When You Shop at Leonards!**



**INTERNATIONAL STORE**  
600 N. SEPULVEDA BLVD., EL SEGUNDO  
(3 BLKS. S. OF INTERNATIONAL AIRPORT) OR. 8-4762, EA. 2-2135

**GARDEN GROVE STORE**  
12891 HARBOR BLVD., GARDEN GROVE  
(2 MILES SOUTH OF DISNEYLAND) JE. 7-5000

**OPEN 7 DAYS  
AND 5 NIGHTS**