

PROOF

...THAT LEONARDS SELLS FOR LESS!!

Department Store "M"

 <p>7-Pc. DINETTE</p> <ul style="list-style-type: none"> Virtue Bros. 36x48x60 table 6 vinyl upholstered chairs <p>Dept. Store 'M' Price \$79⁹⁵</p>	 <p>Tyrex Tubeless Tires</p> <ul style="list-style-type: none"> 7.50x14, whitewalls 24-mo. road hazard guar. 1st line, 1st quality Top name brand <p>Dept. Store 'M' Price \$23⁵⁰</p> <p><small>Plus Tax</small></p>
 <p>35mm Camera</p> <ul style="list-style-type: none"> Yashica 3-pc. kit 35mm camera, 2.8 lens Leather case Flash gun <p>Dept. Store 'M' Price \$49⁸⁸</p>	 <p>7-Pc. GOLF CLUBS</p> <ul style="list-style-type: none"> MacGregor quality 4 irons, putter, 2 woods Perfect weight balance For men or women <p>Dept. Store 'M' Price \$59⁹⁵</p>
 <p>MENS SUITS</p> <ul style="list-style-type: none"> Fine quality Mohairs, silk and wools, sharkskins, etc. Latest styles <p>Dept. Store 'M' Price \$75⁰⁰</p>	 <p>GRUEN WATCHES</p> <ul style="list-style-type: none"> 17 jewel movement Ladies' or gents' Expansion bands Yel. or white gold filled <p>Dept. Store 'M' Price \$29⁹⁵</p>
 <p>Steam & Dry Iron</p> <ul style="list-style-type: none"> General Electric 2 irons in one Even-fo steam Fabric selector dial <p>Dept. Store 'M' Price \$11⁸⁸</p>	<p>TOTAL PRICE ALL 7 ITEMS</p> <p>Dept. Store 'M' Price \$329¹¹</p>

Department Store "B"

 <p>7-Pc. DINETTE</p> <ul style="list-style-type: none"> Virtue Bros. 36x48x60 table 6 vinyl upholstered chairs <p>Dept. Store 'B' Price \$79⁹⁵</p>	 <p>Tyrex Tubeless Tires</p> <ul style="list-style-type: none"> 7.50x14, whitewalls 24-mo. road hazard guar. 1st line, 1st quality Top name brand <p>Dept. Store 'B' Price \$23⁹⁵</p> <p><small>Plus Tax</small></p>
 <p>35mm Camera</p> <ul style="list-style-type: none"> Yashica 3-pc. kit 35mm camera, 2.8 lens Leather case Flash gun <p>Dept. Store 'B' Price \$48⁹⁹</p>	 <p>7-Pc. GOLF CLUBS</p> <ul style="list-style-type: none"> MacGregor quality 4 irons, putter, 2 woods Perfect weight balance For men or women <p>Dept. Store 'B' Price \$59⁹⁵</p>
 <p>MENS SUITS</p> <ul style="list-style-type: none"> Fine quality Mohairs, silk and wools, sharkskins, etc. Latest styles <p>Dept. Store 'B' Price \$75⁰⁰</p>	 <p>GRUEN WATCHES</p> <ul style="list-style-type: none"> 17 jewel movement Ladies' or gents' Expansion bands Yel. or white gold filled <p>Dept. Store 'B' Price \$29⁵⁹</p>
 <p>Steam & Dry Iron</p> <ul style="list-style-type: none"> General Electric 2 irons in one Even-fo steam Fabric selector dial <p>Dept. Store 'B' Price \$12⁹⁷</p>	<p>TOTAL PRICE ALL 7 ITEMS</p> <p>Dept. Store 'B' Price \$330⁷⁶</p>

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"

 <p>7-Pc. DINETTE</p> <ul style="list-style-type: none"> Virtue Bros. 36x48x60 table 6 vinyl upholstered chairs <p>Dept. Store 'S' Price \$69⁹⁵</p>	 <p>Tyrex Tubeless Tires</p> <ul style="list-style-type: none"> 7.50x14, whitewalls 24-mo. road hazard guar. 1st line, 1st quality Top name brand <p>Dept. Store 'S' Price \$22³⁷</p> <p><small>Plus Tax</small></p>
 <p>35mm Camera</p> <ul style="list-style-type: none"> Yashica 3-pc. kit 35mm camera, 2.8 lens Leather case Flash gun <p>Dept. Store 'S' Price \$59⁹⁵</p>	 <p>7-Pc. GOLF CLUBS</p> <ul style="list-style-type: none"> MacGregor quality 4 irons, putter, 2 woods Perfect weight balance For men or women <p>Dept. Store 'S' Price \$59⁹⁵</p>
 <p>MENS SUITS</p> <ul style="list-style-type: none"> Fine quality Mohairs, silk and wools, sharkskins, etc. Latest styles <p>Dept. Store 'S' Price \$75⁰⁰</p>	 <p>GRUEN WATCHES</p> <ul style="list-style-type: none"> 17 jewel movement Ladies' or gents' Expansion bands Yel. or white gold filled <p>Dept. Store 'S' Price \$29⁹⁵</p>
 <p>Steam & Dry Iron</p> <ul style="list-style-type: none"> General Electric 2 irons in one Even-fo steam Fabric selector dial <p>Dept. Store 'S' Price \$11⁸⁸</p>	<p>TOTAL PRICE ALL 7 ITEMS</p> <p>Dept. Store 'S' Price \$329⁰⁵</p>

Leonards Discount Dept. Store

 <p>7-Pc. DINETTE</p> <ul style="list-style-type: none"> Virtue Bros. 36x48x60 table 6 vinyl upholstered chairs <p>LEONARDS PRICE \$48⁹⁹</p>	 <p>Tyrex Tubeless Tires</p> <ul style="list-style-type: none"> 7.50x14, whitewalls 24-mo. road hazard guar. 1st line, 1st quality Top name brand <p>LEONARDS PRICE \$18⁹⁵</p> <p><small>Plus Tax</small></p>
 <p>35mm Camera</p> <ul style="list-style-type: none"> Yashica 3-pc. kit 35mm camera, 2.8 lens Leather case Flash gun <p>LEONARDS PRICE \$36⁸⁴</p>	 <p>7-Pc. GOLF CLUBS</p> <ul style="list-style-type: none"> MacGregor quality 4 irons, putter, 2 woods Perfect weight balance For men or women <p>LEONARDS PRICE \$37⁸⁸</p>
 <p>MENS SUITS</p> <ul style="list-style-type: none"> Fine quality Mohairs, silk and wools, sharkskins, etc. Latest styles <p>LEONARDS PRICE \$59⁹¹</p>	 <p>GRUEN WATCHES</p> <ul style="list-style-type: none"> 17 jewel movement Ladies' or gents' Expansion bands Yel. or white gold filled <p>LEONARDS PRICE \$19⁹⁵</p>
 <p>Steam & Dry Iron</p> <ul style="list-style-type: none"> General Electric 2 irons in one Even-fo steam Fabric selector dial <p>LEONARDS PRICE \$10⁸⁸</p>	<p>TOTAL PRICE ALL 7 ITEMS</p> <p>LEONARDS PRICE! \$232⁴¹</p>

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

ON THESE 7 TYPICAL ITEMS
SAVE
Approximately
\$100⁰⁰
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