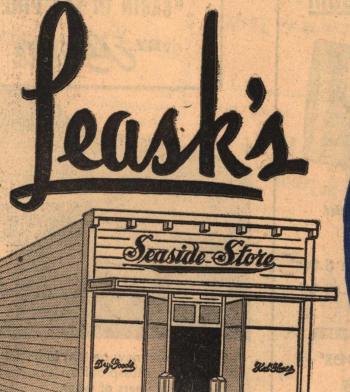
THE GREAT DAY IS HERE! START WEDNESDAY JUNE 12TH



Sixty-five years ago a building measuring 42 by 75 feet with a 22-foot frontage was rented by Samuel Leask and John Johnston. This partnership established a dry goods firm called "The Seaside Store" ... the beginning of a business which has expanded into one of the largest, most complete department stores in this area. Four years later Mr. Leask took over the entire firm and through continuing construction and remodeling the present modern store has evolved . . . four floors devoted to the finest in merchandise for the whole family and home. . . . Despite the changes in the store facilities and the style of goods, the same belief in giving customers fine quality in service and merchandise has remained . . . a testimonial to the faith Leask's has in the people of this community ... and the faith you have in us.

1892

1957

annuers de Sary

* SUBSTANTIAL SAVINGS ON . . .

timely needs . . . for yourself, your family and your home.

* 16 BIG SELLING DAYS

The sale that's storewide . . . the sale that's months in planning!

* TRADITIONAL LEASK QUALITY ...

Fresh, new crisp spring and summer needs at THE LOWEST PRICES OF THE YEAR.

* THE SALE EVERYONE WAITS FOR ...

Our buyers have combed the markets for months to bring you savings.

* YES, IT ALL ADDS UP ...

. . . to bring you the most outstanding selection of values ever!

DID DUID FUR THE EARLIDINGD ... NO FHUNE UN MAIL UNDERD UN

White Porcelain Jewelry

Necklaces, bracelets and earrings in lovely chalk white porcelain. Now for less than half price!

2 for

ACCESSORIES-MAIN FLOOR

Kitten Soft Stoles

A lovely collection of regular 6.95 stoles in a blend of nylon and wool. White and pastels.

249

ACCESSORIES-MAIN FLOOR

Double Woven Imported Gloves

Nylon gloves in most wanted pastel colors. Also group of Helenca stretch gloves.

ACCESSORIES-MAIN FLOOR

Fresh New Blooms **Artificial Flowers**

Assorted group for your 2 for summer ensembles. Stock up now! Regular 69c each. Many types.

ACCESSORIES-MAIN FLOOR

Unheard-of Prices! Women's Hankies

This "give-away" price includes solid Irish linen pastels and new flower prints on cotton sheer.

6 for

ACCESSORIES-MAIN FLOOR

Smart New Pegi Paris Handbags

A wonderful group of assorted failles, straws, patents in many styles. You must see the se!

144

ACCESSORIES-MAIN FLOOR

A Summer Special! Cologne

Regular Roger Gallett 2.00 size in Violet, Jade or Carnation. Once a year price.

COSMETICS-MAIN FLOOR

Exceptional Value on **Wrisley Soap**

Nine big cakes to each box. Cold cream base. Your choice of Apple Blossom, Pine, Jasmine.

COSMETICS-MAIN FLOOR

Vanity Fair Brand **Nylon Slips**

Once in a year buy! Ny-Ion tricot with lace trim. White or Pink. Sizes 32 to 40. Hurry for these!

194

LINGERIE-MAIN FLOOR

Smart New Cardigan **Faille Dusters**

Regular 9.95 value! Adjustable cuff sleeves. Sand, red, aqua, black and navy. Sizes 8 to 18.

FASHIONS-MAIN FLOOR

Women's Cotton Print **Circle Skirts**

Unpressed pleats in many delightful patterns and color combinations. Sizes 10 to 18.

199

SPORTSWEAR-MAIN FLOOR

Women's Cotton Knit **Tee Shirts**

Smart new sleeveless and short sleeve shirts in solid colors, stripes, S-M-L. Values to 2.98.

SPORTSWEAR-MAIN FLOOR

Special Value on **Cotton Blouses**

Sleeveless style in fine plaid or check gingham. Some knit trim. Sizes S-M-L. Values to 1.99.

SPORTSWEAR-MAIN FLOOR

Women's Assorted Dusters

In prints and plisse weave fabrics. Some nylon prints. White, pink, blue. 10-18. Val. to 6.95. Also some terry jackets.

SPORTSWEAR-MAIN FLOOR

Savings on Women's **Swim Suits**

Lastex and cottons from famous name manufacturer. 1 and 2-pc. styles. Values to 12.95.

SPORTSWEAR-MAIN FLOOR

Children's Floral Print **Swim Suit Set**

Completely lined swim suit with matching terry lined beach robe. 3-6x. Other sizes, prices.

184

199

CHILDREN'S SHOP-MEZZANINE

Varicolored 30" **Beach Ball**

Inflatable to 30" diameter. Made of fine grade rubber with self sealing

pair

TOYS-MEZZANINE FLOOR

5 Year Guarantee Men's Stretch Sox

Manufacturer will replace socks if they don't wear satisfactorily for 5 years. 100% nylon. Elastic tops.

MEN'S SHOP-MAIN FLOOR

Men's Linen Weave

Summer Slacks

An outstanding value in summer weight men's slacks. Various tones of grey and tan. 7.95 val.

219

199

MEN'S SHOP-MAIN FLOOR

A Value on Women's **Rayon Panties**

Trunk style panties with elastic waist. White rayon tricot. Sizes 6-8. In sizes 9-10, 74c.

LINGERIE-MAIN FLOOR

Low Priced Folding **Card Table Chairs**

Heavy gauge metal chairs ideal for extra seating. Upholstered seats. For picnics, meetings, etc.

FURNITURE-SECOND FLOOR

King Size TV Tray Set

Includes large travs and all steel holding rack. Two delightful patterns. Hurry for these!

DOWNSTAIRS STORE

Great Value! 6-Piece Imported Steak Set

Fine stainless Salingen German steel. Ivory handle with silver inlaid design. Modern.

DOWNSTAIRS STORE

Assorted Print Aprons

What a buy! An array of all style aprons in many colors and prints. Fast color percale. 12-40.

NOTIONS-SECOND FLOOR

Bernat Dainty Fleurette Dress Yarn

Master dyed . . . washable colors in 95% virgin wool worsted, 5% nylon for strength, 160 yd. skein.

NOTIONS-SECOND FLOOR

One Day Only! **Pequot Sheets**

144 thread count. Bleached. 81x108" and double fitted size. 72x108" and Twin fitted, 1.99. Cases, 54c.

SHEETS-SECOND FLOOR

A Real Anniversary Buy! **Monks Cloth**

Heavyweight natural color monkscloth. Practical and so versatile. 50" widths.

yard

DRAPERIES-SECOND FLOOR

Unbelievable Savings! Cotton, Wool Blankets

A blend of 95% cotton, 5% wool. Acetate satin binding. Red, green, blue or rose plaid.

 6^{99} pair

BLANKETS-SECOND FLOOR

Children's Exciting New **Pedal Pushers**

Choice of printed sailcloth or corduroy in sizes 7-14 & 3-6x. Crisp white duck in sizes 7-14 only. Many col-

184

CHILDREN'S SHOP-MEZZANINE FLOOR

Phoenix Pettiflaw **Nylon Hosiery**

Save now! 60 gauge, 15 denier hose in smart dress sheers. Proportioned. Sizes 81/2 to 11.

pair

HOSIERY-MAIN FLOOR

READ ON - CHECK THE BIG VALUES ON ALL 10 PAGES OF THIS SECTION