

Leask's Mid-County Shop To Open



Leask's Mid-County specialty shop in the Rancho del Mar plaza opens Monday morning, with ceremonies at 9:30 a.m.

Designed essentially as a fashion center, the shop's appeal is directed principally toward women and girls, with a corner for men. Infants wear, boutique selections, and toiletries are also included.

Roy Pollock, store designer, has arranged for a tightly knit store of 4800 square feet whose keynote is luxury and convenience. "We have managed to include a very complete stock on all our specialty items through careful use of space," he said.

Pollock did not stint on space for the lady's lounge or the spacious fitting rooms for the variety of apparel offered in the store.

Entrance to the store is shown above. Ladies' ready-to-wear section is pictured, left, with the fashion section just visible to the right rear of the store. Though designed primarily for women, the childrens and infants section, left below, is very complete, even to a wall motif.

Focal points are a luxurious circular lounge surmounted by a brilliant chandelier in the fashion section, and the familiar Leask mosaic surrounding the front entrance.

"HIGH SEAS"

In referring to oceans beyond the three-mile limit as the "high seas," the word high is in its older meaning of "public" in the same manner it also is used in "highways," which really are public roads.

SHOE

CHILDREN

STRIDE-RITE

DISCOUNT

STYLES and

Sizes 6 to 9