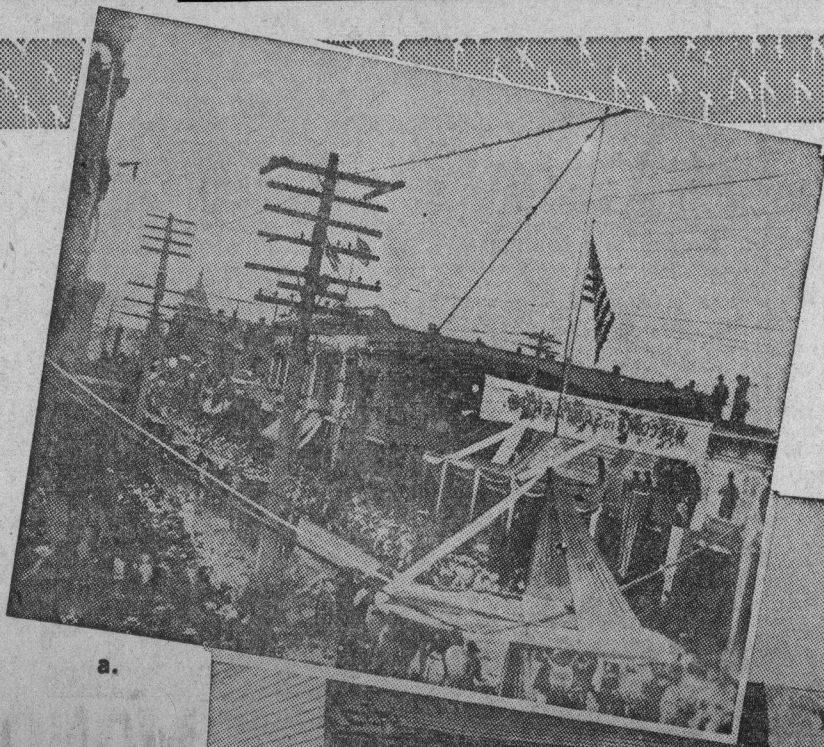


Progressing with Santa Cruz for 65 Years



a. 4th of July parade. Welcome sign conceals original Seaside Store, corner of Church and Pacific—1892.

b. Removal sale to make way for new building. Spring of 1906.

c. 51 years ago the interior of the Seaside Store, 1906.

d. The new Seaside Store after its completion, 1906.

e. Main floor of Leask's as it looks today . . . 1957.



1892 ————— 1957

Thanks to you . . . our customers.
Your confidence and patronage have made our growth from "The Seaside Store" of 1892 to the present Leask's. Leask's is home-owned and home operated and it has been you, our friends and loyal customers, who have enabled us to grow from a small beginning. Through the years we have made it a policy to offer the finest quality merchandise and service . . . and you have rewarded our endeavors with your patronage.

Leask's