

Leask's Department Store

SANTA CRUZ SENTINEL, SANTA CRUZ, CALIFORNIA, SUNDAY, JUNE 28, 1964

Leask's

MID-COUNTY



# GRAND OPENING

*Monday, June 29th.*

... ribbon-cutting ceremonies, at 9:30 A.M. Sharp!

As Santa Cruz County grows . . . so grows Leask's. With the opening of our new mid-county unit, it will herald an era of greater shopping convenience. In keeping with our sincere faith in the future of the area, this new store is the outgrowth of our belief that the most logical place to offer our services is close to YOU, our customers. The hammering and pounding is over . . . we will open Monday, with formal ribbon cutting ceremonies, at 9:30 a. m. A new panorama of fashions on a brand new, startlingly modern fashion floor awaits you. The design embodies the latest concepts of fixtures and lighting for greater shopping ease.

You will find, as you've always found at Leask's, fashion names that have been identified for years with Leask's and other better stores of the country. Remember, this is your store, we invite you to come . . . shop . . . and feel right at home.

Conveniently located in the Mid-County Area just off the Santa Cruz-Watsonville Freeway at State Park Drive in the Rancho Del Mar Shopping Center, Aptos.

**SEE BACK PAGE** For Full Details Concerning Our Grand Opening Give-Aways. 100's of Free Prizes and Gifts. Be Sure to Come In and Register . . .