

From ROYAL Of California

Comes this gay away of Sports Togs
... When you say ... "by Royal" ...
It's the last word in "casual fashions"...



Clever little two-piece sportswear ...
In a variety of colors ... sketched in
a Hounds-tooth Jacket ... and a Black
skirt.

\$10.95 to
\$19.95

Here "Royal" is supreme ... Strutter
cloth slack suits in a dazzling array of
colors and styles ... and "tailored to
a Tee"

(Separate slacks
of strutter ...
in all colors ...
sizes to 20")
\$6.95



IT'S LEON'S ...

Grand Opening

Tomorrow Is the Day ... and 21 North
Central Avenue in Medford Is the Place
... Yes It's the Grand Opening of Leon's
... The Store For Women ... That's ...
"Exclusively Yours" ... Styled and
Streamlined for Beauty and Workability

This Store Has a "Comfortable Atmos-
phere" In Which to Shop .. and If You
Enjoy the "Unusual" .. If You're Young
... or "Love Young Things" . . You'll
Love This "New Store" LEON'S
"Exclusively Yours" Doors open at 9:30

Prelude to ... Spring

...are these...

Suits

With silhouettes in gay mood ... they're bright ... they're
beautiful ... Cabardines ... Twills ... Crepes ... Shetlands
... Worsted ... and Men's Wear Flannel ... and styles
are ... Dressy ... Cardigans ... Man Tailored ... or Club
Collars ... and colors run a riot ... from Snowy White ...
through all the pastels ... to "Black as Soot" ...

\$29.95 to \$65.00



... and ... Casual Coats

... That give a new birth to Fashions ...
Yes ... there's Boy Coats ... and Chester-
fields ... and Loafers and "Tuxedos" ...
and all lend a distinctive note to this "sym-
phony of styles" ... There's all shades of
colors ... and every note of beauty ...

\$29.95 to \$65.00



New Shoes ...

That strike an all time "Fashion High" ... gleaming patents ...
soft suedes ... Kidskins ... in White ... Black ... Brown ...
Blue ... Red ... Green ... Beige ... styled by names as Dillio ...
Joyce ... Ferncraft and many, many more ...

"Dorien" ...
of black or blue calf ...
with nail studded vamp ...
... Styled by Dillio ...
\$10.95



"Polito" ...
From Carmo comes this
high riding off-set Sandal
... In soft suede ... four
colors ...
\$7.95



"Breezy" ...
A sling pump that fits ...
Broad vamp tread, rein-
forced shank ... in six
colors ...
\$6.95

Easter Bonnet

"Milady's Easter Bonnet" ... what perfectly
"fickle little fellows" they are ... but what a
chic note of sophistication they add ... im-
possible to describe ... by lovely beyond de-
scription ... they come in all colors ... of every
material imaginable ...

\$2.95 to \$15.95



"Orchid" ...
from Ferncraft ...
this most dazzling
sandal ... you've
ever seen ... almost
nothing ...
\$10.95

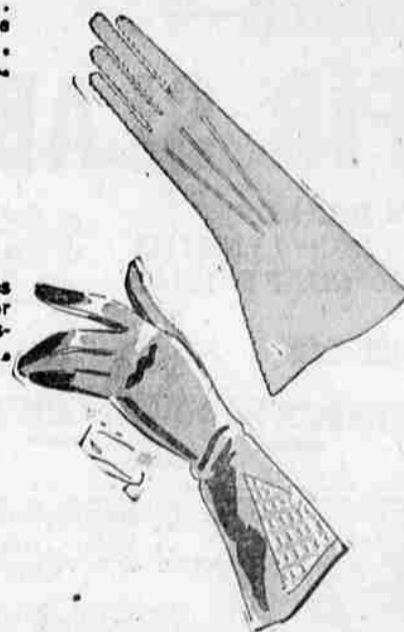


"Bareback" ...
This "punched Slingeroo"
... of shining patent ...
or snow white buck ...
\$7.95

BAGS ...
of softest leathers or colorful
fabrics ... and yes of course ...
genuine Cordia too ... colors are
white ... black ... brown ...
navy ... and "high shades" too ...
\$4.95 to \$12.95



GLOVES ...
Costume gloves ... by Fownes
... to match perfectly ... or
sharply contrast with every cos-
tume ... Finest Swiss fabric ...
\$2.00



Heydey ... by Joyce

The one ... the only ... the
original designer of ... "what's
casual" ... in shoes ... Sketched
... the Heydey ... White ...
Alkali or Army Russet Elkskin ...
Rationed?—of course ...
\$6.50



Let's Go to LEON'S

21 N. Central
In Medford
(Across the Street From Mann's)

BLOUSES By Orfaia (of Hollywood)

Hard to get? Certainly they are!
... But you'll find ... colors ...
Stripes ... Plaids ... Pastels ...
and of course ... "oodles of
White" ... Styles run all the
way from strict "Man Tailored" to
"Fure and Frills" ...

\$2.95 to \$10.95



Shorts and Bra sets ... of sheikskin
or strutter cloth ... the colors ...
from whitest white ... to "black
as midnite" ... \$3.95 to \$12.95.



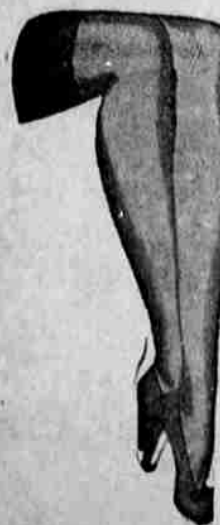
Anklets
Fine mercerized
cotton ... in
solid colors or
stripes ...
3 pr. \$1.00

STOCKINGS By Hummingbird

... and here's a surprise ...
Yes ... lovely sheer 65 Denier
finest Rayon hose ... cotton
reinforced toes and heels ...
and every pair is perfect ...
The season's newest shades ...
\$1.08 (limit 2 pr. per cus-
tomer.)

\$1.08

Limit 2 Pair to a Customer



SLIPS ...

... That are foaming with lace
... or tailored "crisply as a
cracker" ... colors are Black
... Blue ... Tearose ... White
... and materials are Crepe
... Satin or Taffeta ... sizes
to 42 ...

\$2.95 to \$6.95



PANTIES

Tight fitting rayon
cotton briefs
Yes! with a full
elastic waist band
Tearose ...
White ...
98c

Trick Skirts ... By Koret

The greatest skirt of all ...
It presses itself ... in all
colors ... all sizes.

\$4.95 & \$6.95



Sloppies ...

Both Cardigans and pull-
overs ... and fitted too ...
in long or short sleeves ...
all wool ... all colors.

\$4.95 to \$10.95

