

it's a date...at... **Leons...**
(formerly Foulger's)

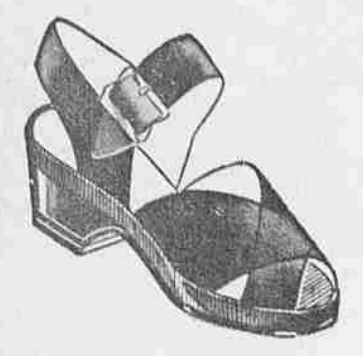
GRAND OPENING

... A "brand new" store ... and a "brand new" line ... but the same "friendly feel" ... you've always noticed at Foulger's ... remains the same ... We are proud of the progress made here in Klamath Falls ... and tomorrow ... we are proud to open for your approval one of the finest stores in the entire country ... It's LEONS ... of course ... at 525 Main.

Dress-Ups!...

Here are dresses of many types ... yes ... some are dressy ... some are of the "sports type" ... and colors ... styles ... materials ... are so varied ... we won't even attempt to describe them.

9⁹⁵ to 29⁹⁵



"Non-Rationed!"

... (and we don't mean the girl, so look at the shoes) sketched are but 2 of our many styles ... Yes ... they all come in white ... and included are genuine pigskin leathers ... stretchy lastex types ... and plenty of fabrics.

4⁹⁵ to 5⁹⁵



"Lingerie..."

Plenty of Slips ... and more important ... plenty of white ones ... Some are "foaming with lace" ... others are tailored ... and many are genuine handmade.

2⁹⁵ to 8⁹⁵

And of course ... there are elastic top panties ... fine fitting bras ... (including white) and a wide assortment of gowns ... and other "delicate unmentionables" ...

89c to 8.95



"SPORTSWEAR..."

Sun Suits ... Shorts ... Bras ... and of course the ever popular 3-piece sun suits ... They come in prints ... or solid colors ... and sizes range from 9 to 20.

4⁹⁵ to 16⁹⁵

From Minx Made come these clever little "Bare-backs" ... they are gaily printed ... and usable for many, many things ... Yes ... you can launder them ...

19⁹⁵



"and HATS..."

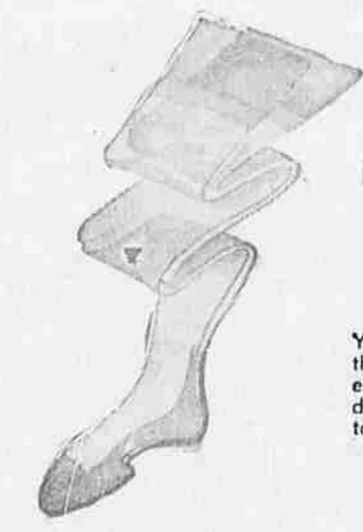
A new addition to the store ... a completely modernized millinery section ... for women who are young ... and women who love "young things" ... Styles and colors ... are as varied as the autumn leaves.

4⁹⁵ to 16⁹⁵

"Deliso Debs" ...

One of the finer names of shoemaking ... sketched is "CHARMETTE" ... a new version of the popular sling pump ... there are many more styles not shown here ...

10⁹⁵



"Hosiery!..."

Yes ... they are 51-gauge ... and they are 65 denier ... which means extra sheer ... because of the tremendous demands ... these will be limited to 2 pair to the customer ...

118

by Joyce...

It's this new "hi-wedge" version of the "casual cock-tail" shoe ... It's called the "bantam sabot" ... and comes in 4 colors ... including white ...

7⁹⁵



"and SLAX..."

Either "separates" or two-piece suits ... They are made of "Strutter Cloth" (positively won't wrinkle) and come in many colors ... including brown and navy ... and made by Royal ... and Koret of California ...

5⁹⁵ to 19⁹⁵



"WAVERLY!..."

Possibly the most popular sandal ever cut ... Scalloped edges give this classic an individuality all its own ... Black or Brown suede ...

7⁹⁵

Let's Go to
LEONS
(formerly Foulger's)
525 Main
In
Klamath Falls