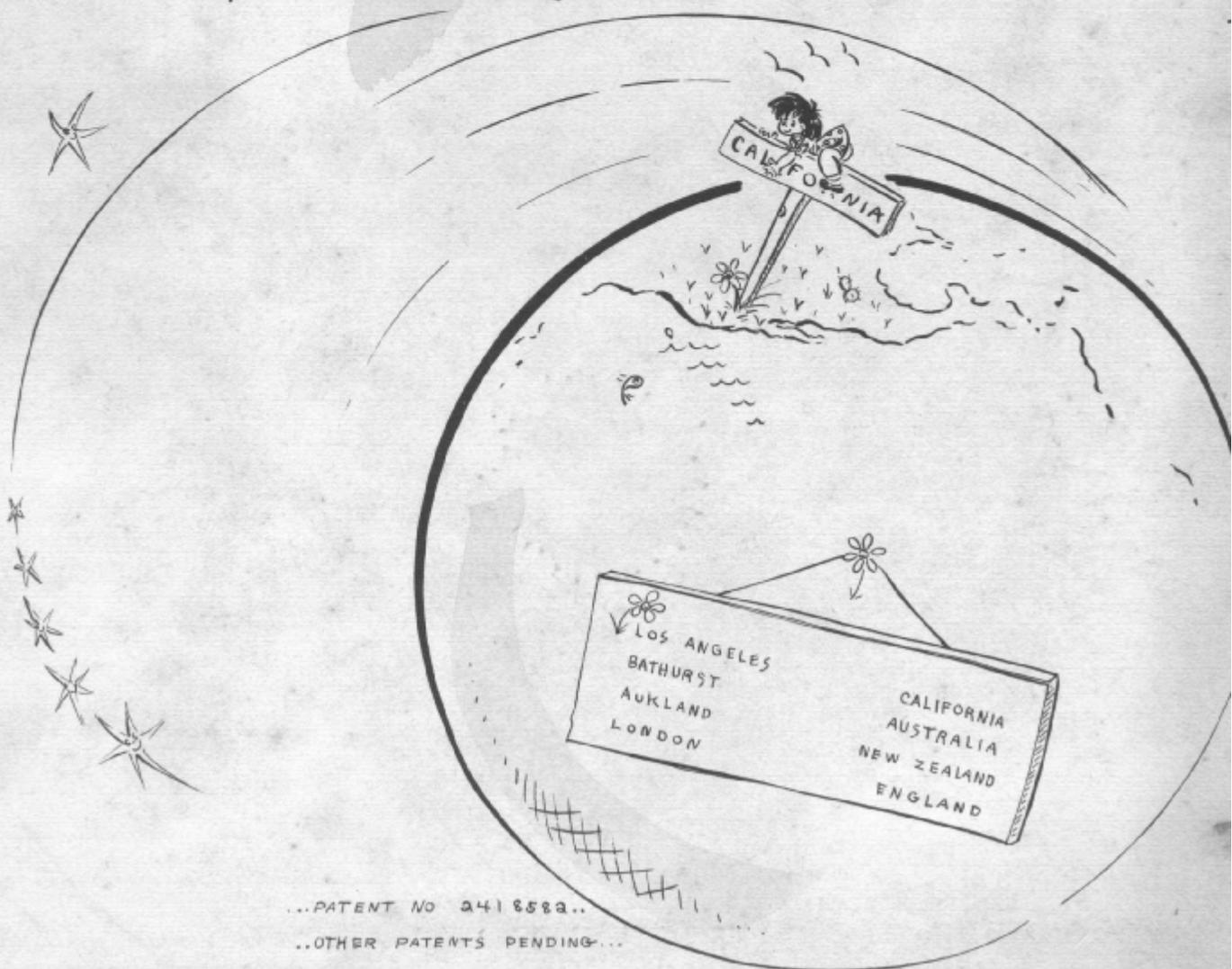


Kews OF CALIFORNIA...

..TRADEMARK REGISTERED...



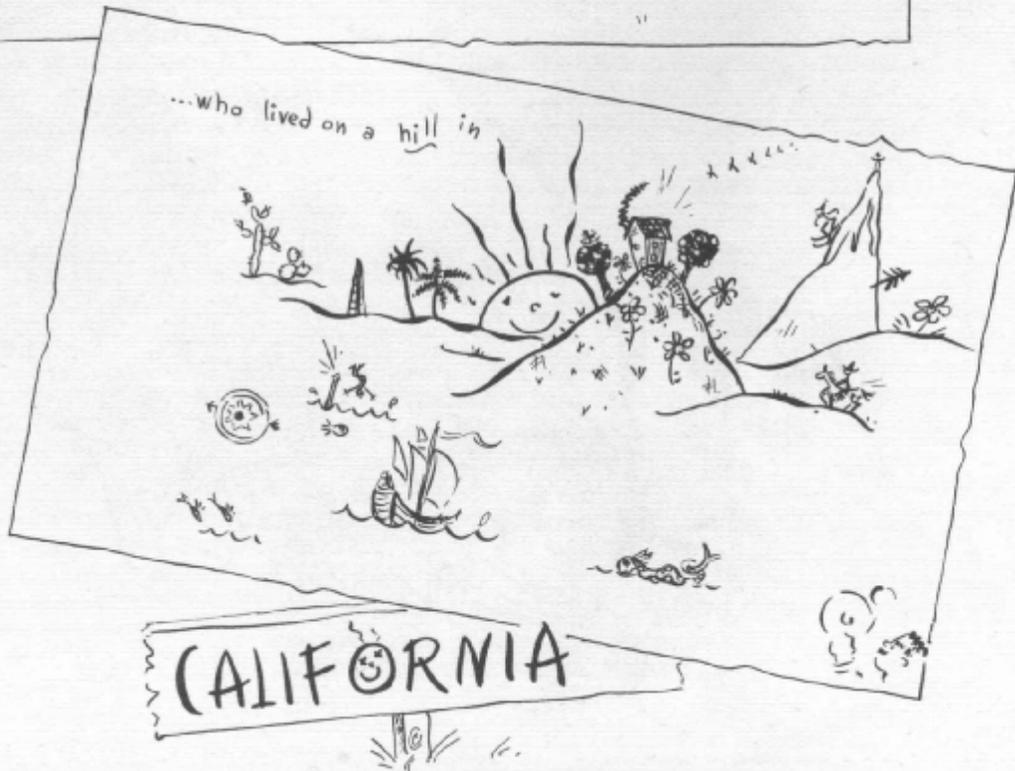
...PATENT NO 2418582..

..OTHER PATENTS PENDING...

THE STORY OF

Kims

OF
CALIFORNIA



Kim had a mother
named Tedi

... who designed glamour
dresses for moving
picture stars...



... and Kim had a Father named Jimmy

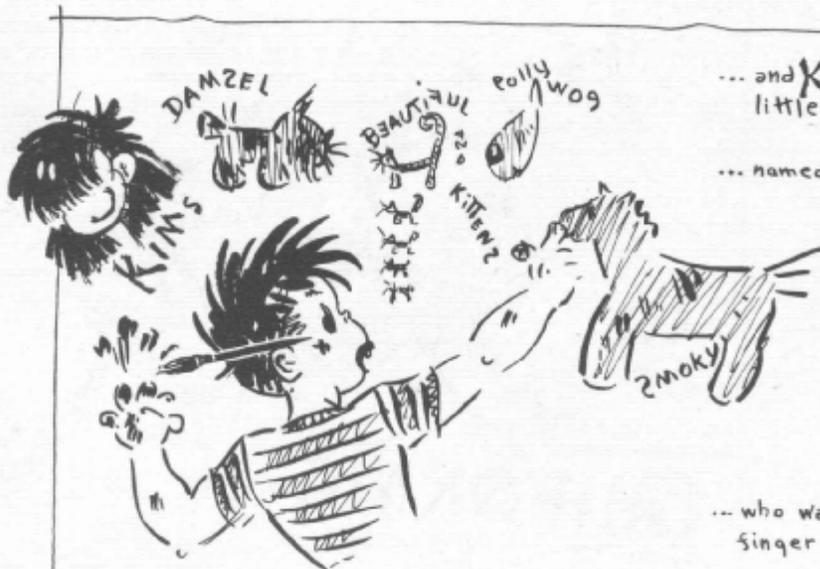
... who was an INDUSTRIAL ENGINEER
for a BIG corporation...

... but what he really wanted was a LITTLE
peanut stand all his very own...



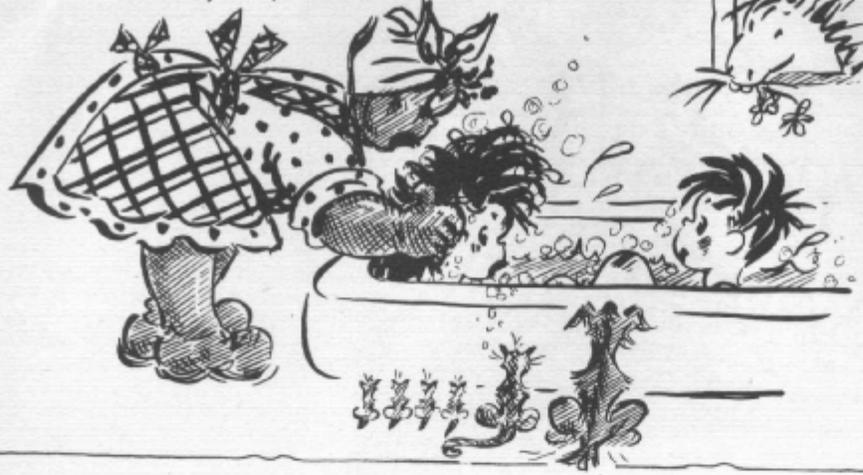
... and Kim had a
little BIG BROTHER

... named BRUCE...



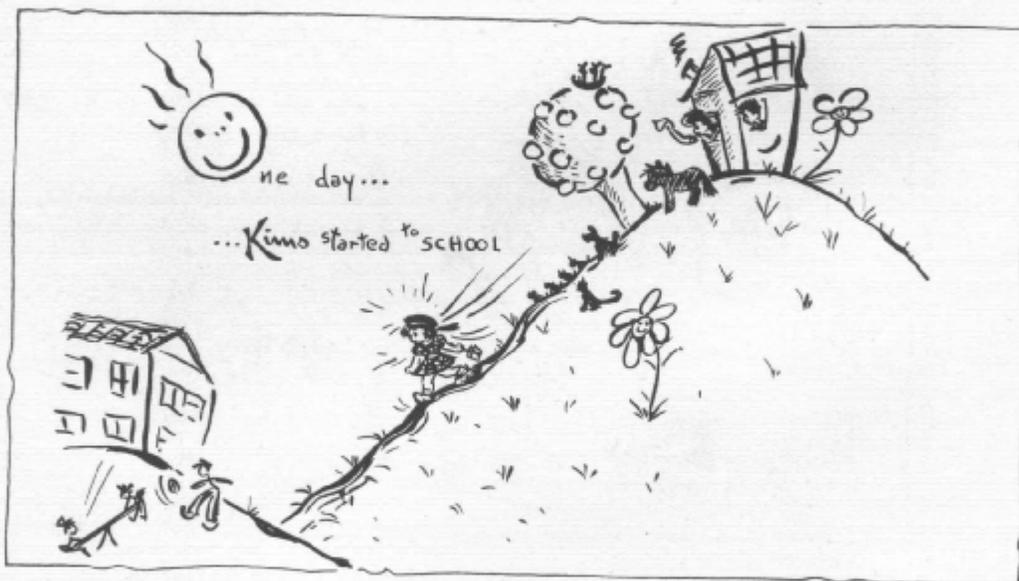
... who was always making
singer paintings...

... and Kimo and Bruce had a mammy named MARY
... who always said, "Chillun's'll be chillun's -- an' yo' jest
caint make grownups outen 'em."



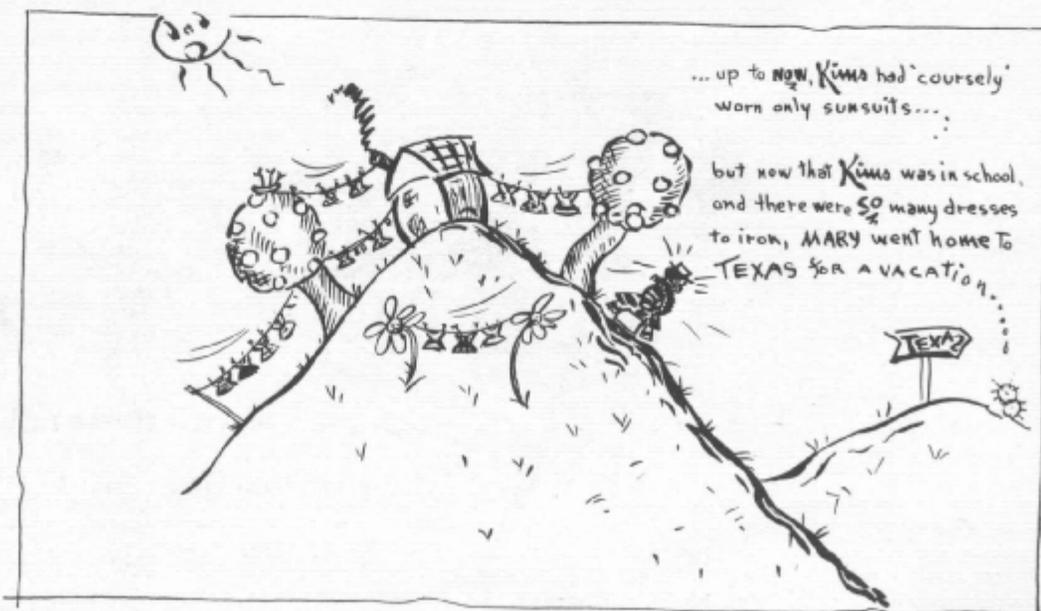
ne day...

... Kimo started to school



... up to now, Kimo had 'coursely' worn only sunsuits...

but now that Kimo was in school, and there were SO many dresses to iron, MARY went home to TEXAS for a vacation...



So...

... what with MANY, MANY schooldays -- and MANY, MANY MANY dresses to iron -- and no MARY to iron them ... ! ...

... Kim's mother decided to make ironing ... more simple ...



... so -- she made some dresses that IRONED FLAT!

... and that's Why Kim's CALIFORNIA

... were born!

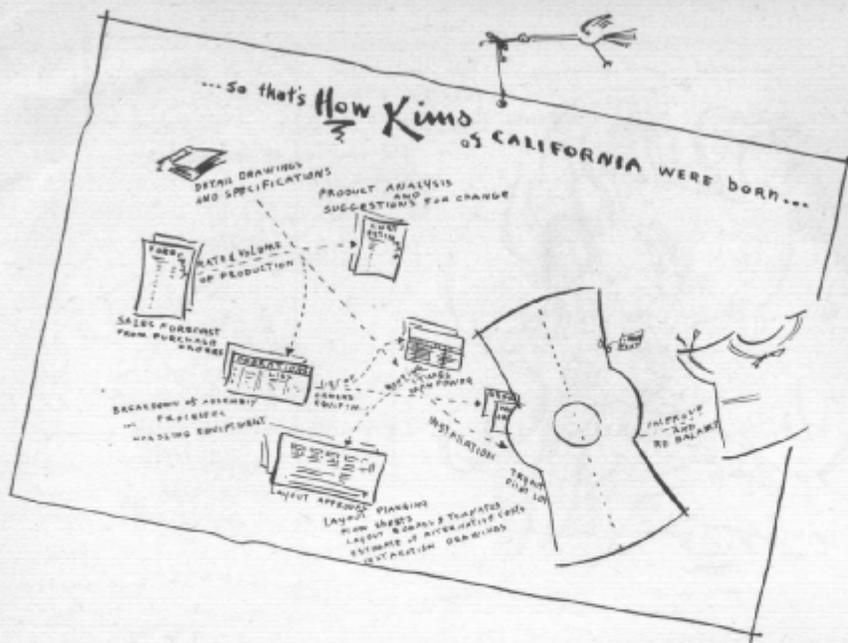


Now -- when Kim's father (who had always ... wanted a peanut stand ^{of his very own})



... saw the trick dress that IRONED FLAT -- he shouted:

"THAT'S OUR PEANUT STAND!"



Now...

...something **WONDERFUL** happens when you wear clothes from CALIFORNIA... and ... something **wonderful** did happen when **Kimo** and other kids started wearing her little **IRON FLAT** dresses...

...Lots of busy MAMMAS found that they **did** solve the **washing and ironing** problem...



...and they found they **did** even more **WONDERFUL** things too...
 ... they made **slender** children Look round and plump...
 ...and they adjusted to fit **chubby** youngsters - too...
WONDERFUL things, indeed!

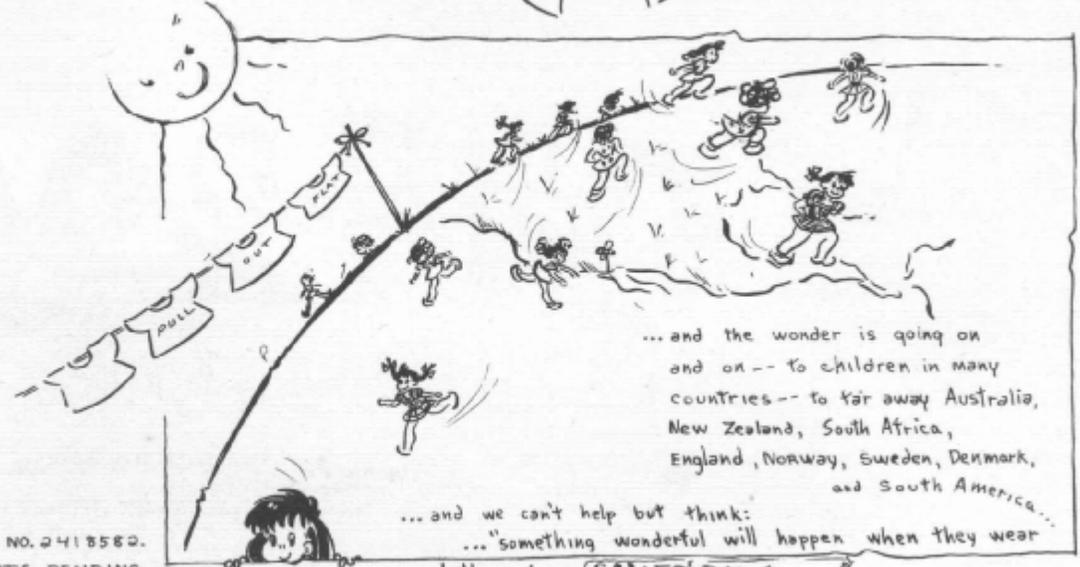


Now Uncle Joe and Aunt Barney (who had a BIG business all their very own) got stars in their eyes when they saw what wonderful things happened when KIDS wore

Kims of California

SO

THEY SAID "we have LOTS of pretty materials... and we know LOTS of people!!! We would like to help make LOTS more of these dresses so that LOTS MORE KIDS can have something WONDERFUL happen when they wear *Kims* of California..."



... and the wonder is going on and on -- to children in many countries -- to far away Australia, New Zealand, South Africa, England, Norway, Sweden, Denmark, and South America...

... and we can't help but think: ... "something wonderful will happen when they wear clothes from CALIFORNIA..."

U.S. PATENT NO. 2418562.
 OTHER PATENTS PENDING...
 PATENTS PENDING IN 26 COUNTRIES...

Kims of California a corporation, owned and operated by Joseph and Bernice Pizer, and Tedi and Jim Craig . . . offers to the market the adjustable-fit, iron-flat garments pioneered under the labels of "**KIMS OF CALIFORNIA**" and "**TEDI BARRI—CALIFORNIA**"—with these additional advantages: 1. Greater variety of styles and fabrics; 2. Expanded size range including 3-6 and 7-12; 3. Increased manufacturing facilities.