

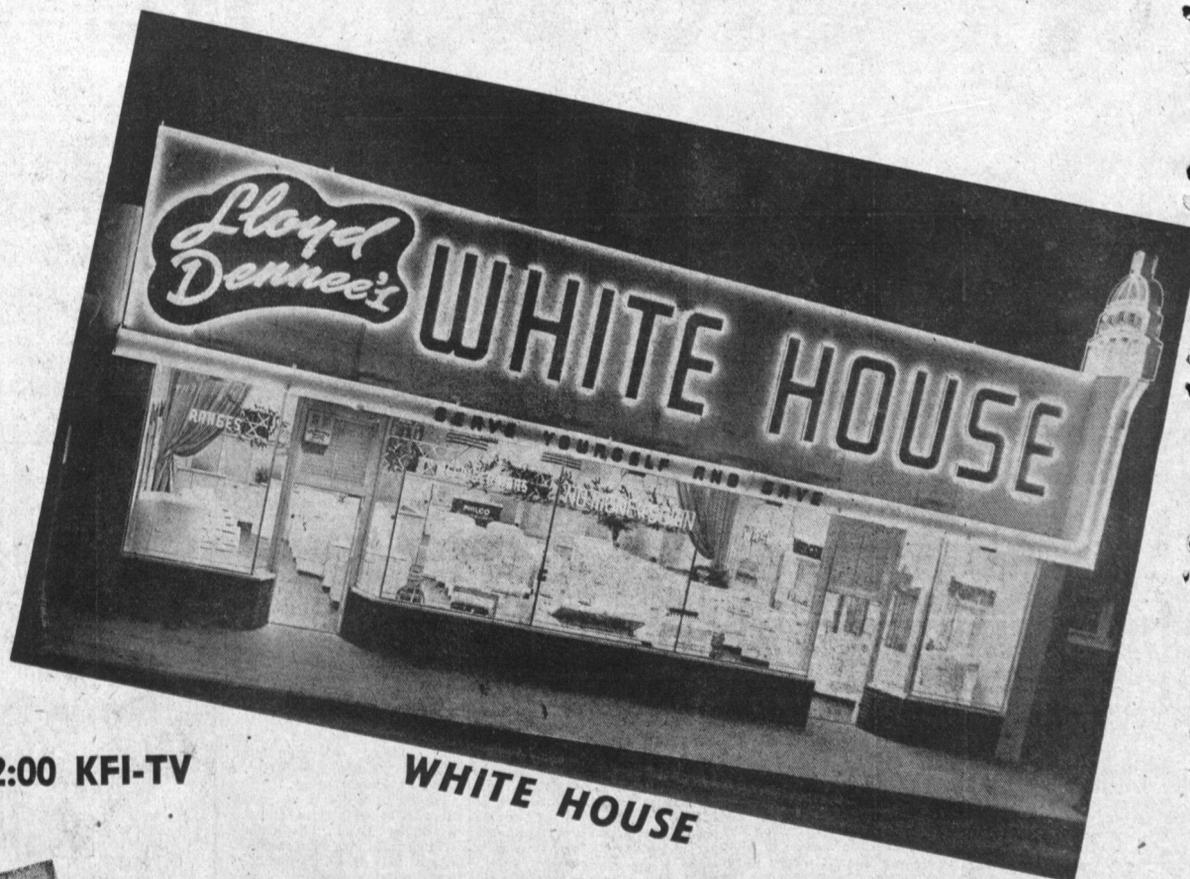
# SATURDAY EVENT!



To the many people who have made this opening possible, namely the many many very loyal and respected customers with whom I have had numerous pleasant business relations.

Thanks to my many and faithful and loyal employees who have worked to exhausting extremes in order that Southern California might have a grand opening of unprecedented magnitude with the glamour and color to make it a very pleasant day for you and your family.

LLOYD DENNEE

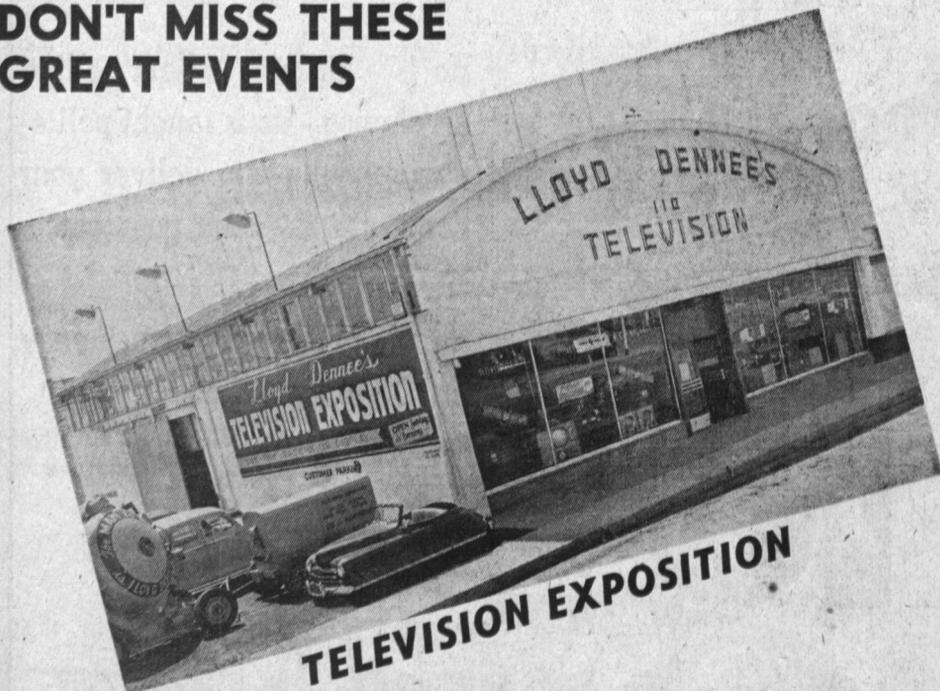


WHITE HOUSE

## AT THE WHITE HOUSE

1. FREE ORCHIDS TO THE LADIES PRESENTED BY BARON LEONE AND LOVELY VIRGINIA LEE (NOON 'TIL 3)
2. CARTOON BOOKS PRESENTED BY TONY O'DARE
3. FREE BALLOONS FOR THE KIDDIES
4. GREAT T-V SHOW FROM 8:00 TO 12:00 KFI-TV WITH YOUR FAVORITE T-V STARS

## DON'T MISS THESE GREAT EVENTS



TELEVISION EXPOSITION

## At the GOODYEAR STORE

1. FREE—All purpose shredder and slicer (Good Housekeeping Approved), Just ask for it.
2. FREE—Television Banks for the kiddies.
3. Band Concert by 85-pc. Long Beach Youth Band—1:00 p.m. - 2 p.m.
4. Continuous Good-Year movie

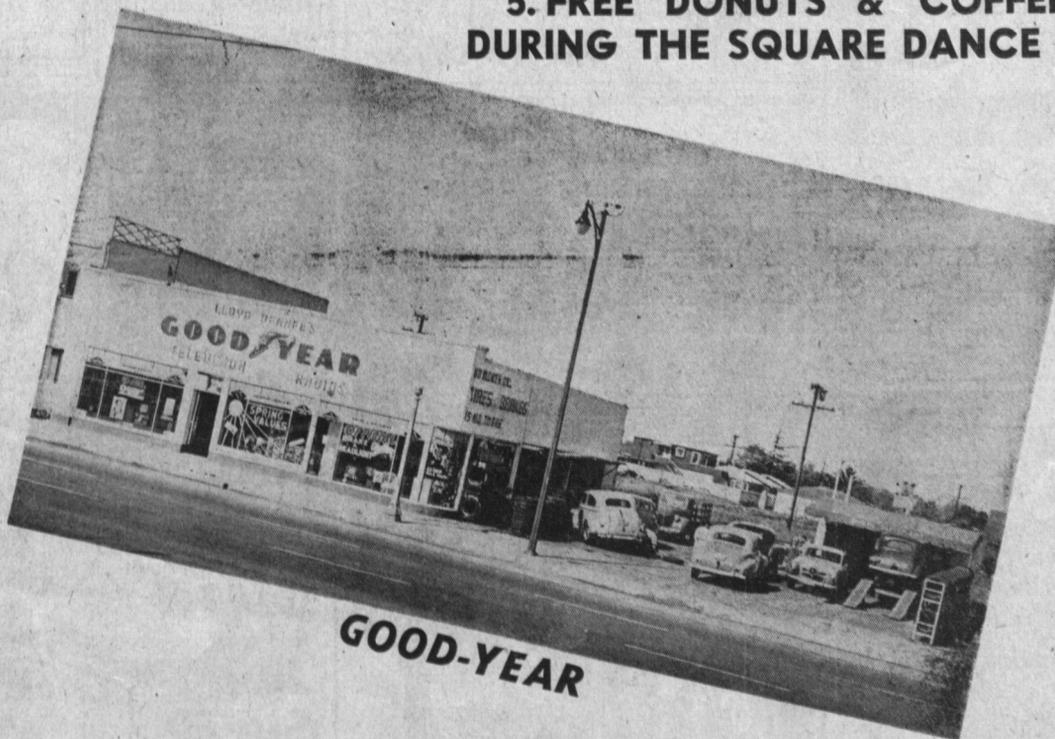
## FACTS OF THIS EVENT:

1. Four hours of continuous T-V broadcast (LONGEST COMMERCIAL PROGRAM EVER PRODUCED)
2. 44 Unit Parade.
3. 15,000 FREE Give-Away Items.
4. FREE Square Dance.
5. 3000 FREE Donuts and Coffee.
6. 550 participating to make this event possible.

## AT THE TELEVISION EXPOSITION 110 E. EL SEGUNDO

1. 44-UNIT PARADE STARTS AT 10:30 A.M. WITH MOVIE STARS, T-V STARS, RECORDING ARTISTS, BAND, ELEPHANTS, CLOWNS, QUEENS, COVER GIRLS, AND MANY MORE SURPRISES!
2. 85 PIECE GIRL'S MONTEREY PARK BAND CONCERT FROM 1:00 P. M. TO 3:00 P. M.
3. FREE SQUARE DANCE WITH THE PLAINSMEN, EDDIE DEAN, CAROLINA COTTON, AND OTHERS 9:00 TO 12:00 P.M.
4. KFI-TV REMOTE TELECAST FROM THE STORE 11:00 TO 12:00 P.M.

5. FREE DONUTS & COFFEE DURING THE SQUARE DANCE



GOOD-YEAR

# DON'T MISS THIS SENSATIONAL EVENT!