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OPEN DAILY 7:30 A.M. to 6 P.M. SUNDAYS 10 A.M. to 4 P.M.

Mardi Gras Celebration Scheduled

One of the most fabulous merchandize promotions ever to be undertaken in Southern California will get under way Saturday at Dennee's, Hawthorne and El Segundo blvds., featuring a spectacular Mardi Gras celebration.

The event, which marks the official opening of the completely remodeled and expanded store, will feature a one and a half-hour parade of bands, marching units, floats and equestrian units as well as several other top-notch features.

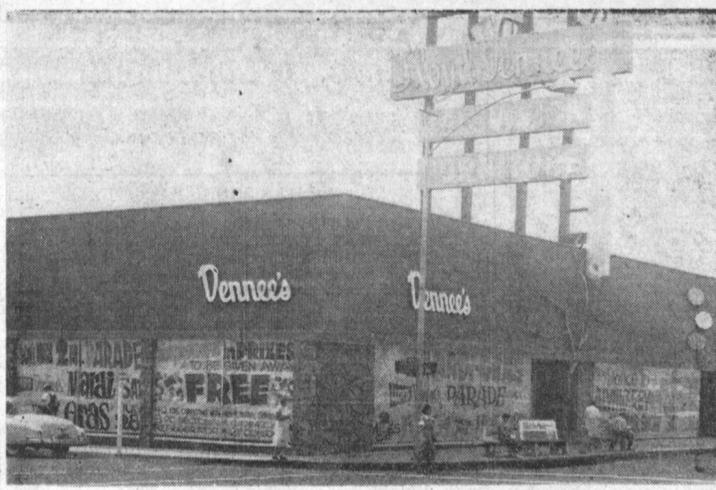
Also, Mrs. Lloyd Dennee, owner of the local firm who has been in charge of making arrangements for the outstanding event, has stated that the Mardi Gras parade will serve as a "kick-off" of five weeks of sales values in all departments at the store.

Mrs. Dennee, in outlining Saturday's program, said the parade will get underway at 2:30 p.m., with the line of march starting at 129 street, proceeding north to 120 street and then cutting to the west side of the boulevard, returning to 129 street, where the marchers will disband.

She added that at the conclusion of the parade, the 15 participating floats will then be parked on the streets adjoining the store where people will be able to get a close-up view of merchandise display. Several beautiful floats will be entered in the parade, Mrs. Dennee said, including five which participated in the recent Miss Universe pageant parade at Long Beach. Each float will display items which have been made available to Dennee's as exclusive sales item for the grand opening.

The parade will be televised on KTTV, Channel 11, from 3 to 4 p.m. Also, awards will be presented to the best floats. In addition to the floats, several outstanding units will appear including the Long Beach Lancers, famous equestrian drill troop, the nationally known Bellflower Ranger Band. Marching units will include the Spac-Neers and Cadets, majorette teams from Pomona; the Lybian Guard from Long Beach. The lead-off unit will be the internationally famous Huntington Park Elks Motorcycle drill and stunt team of dare-devil precision cyclists led by Colonel Larry Stevens.

The opening day celebration will continue until 8:30 p.m. and a post-parade highlight will be the awarding of prizes for outstanding floats, a stage show



Mrs. Dennee Heads Growing Business Firm

Proponents of the idea that "women make excellent business leaders" can look into the City of Hawthorne and find an outstanding example to substantiate their claims.

The case in point is the Lloyd Dennee firm, El Segundo and Hawthorne boulevards, which will mark its grand opening of its completely remodeled and expanded store this week end.

Spearheading the entire operation of the local firm is Mrs. Maxine Dennee, widow of Lloyd Dennee, founder of the local company. Mrs. Dennee assumed the role as director of the local firm a little over a year ago when her husband and Edwin Peters then general manager of the store, were killed in an auto crash near Laguna Beach.

At the time of his death, Mrs. Dennee was setting up plans for the \$135,000 remodeling job to be done on the store necessitated by condemnation of a large section of the store to make room for the widening of El Segundo boulevard.

Mrs. Dennee immediately took over the remodeling project which called for the demolition of a great portion of the existing structure as well as abutting sidewalks and the closing of the service alley at the rear of the store. During the store remained open and Dennee's continued to serve its customers in the same efficient manner which brought it the reputation of being one of the largest television and appliance firms in the Centinela Valley.

Several innovations have been added to Dennee's in conjunction with its own expansion move. Mrs. Dennee has added a number of new and completely equipped departments featuring outstanding quality merchandise at low prices. They include: furniture, carpeting, draperies and jewelry and accessories. All departments will be open for the Saturday celebration.

Serving as general manager of the firm is C. O. "Chuck" Ol-

son, who has had over 20 years experience in TV and sales management. Beverly LaVoque, who was appointed secretary of the corporation upon the death of Dennee, is office manager heading an office staff of seven employees. Fred Chandler, formerly with Barker Brothers is head of the new furniture department, and Ben Rhodes, who has been associated for over 8 years with Benbow's, San Diego, is manager of the carpeting department. The latter has had over 18 years experience in carpeting and is considered one of the ablest men in that field.

One of the most active departments at Dennee's is its service department headed by George Funk, who has been with the firm for approximately five years. The service department has been completely re-designed



MAXINE DENNEE

TORRANCE BUYER'S GUIDE

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