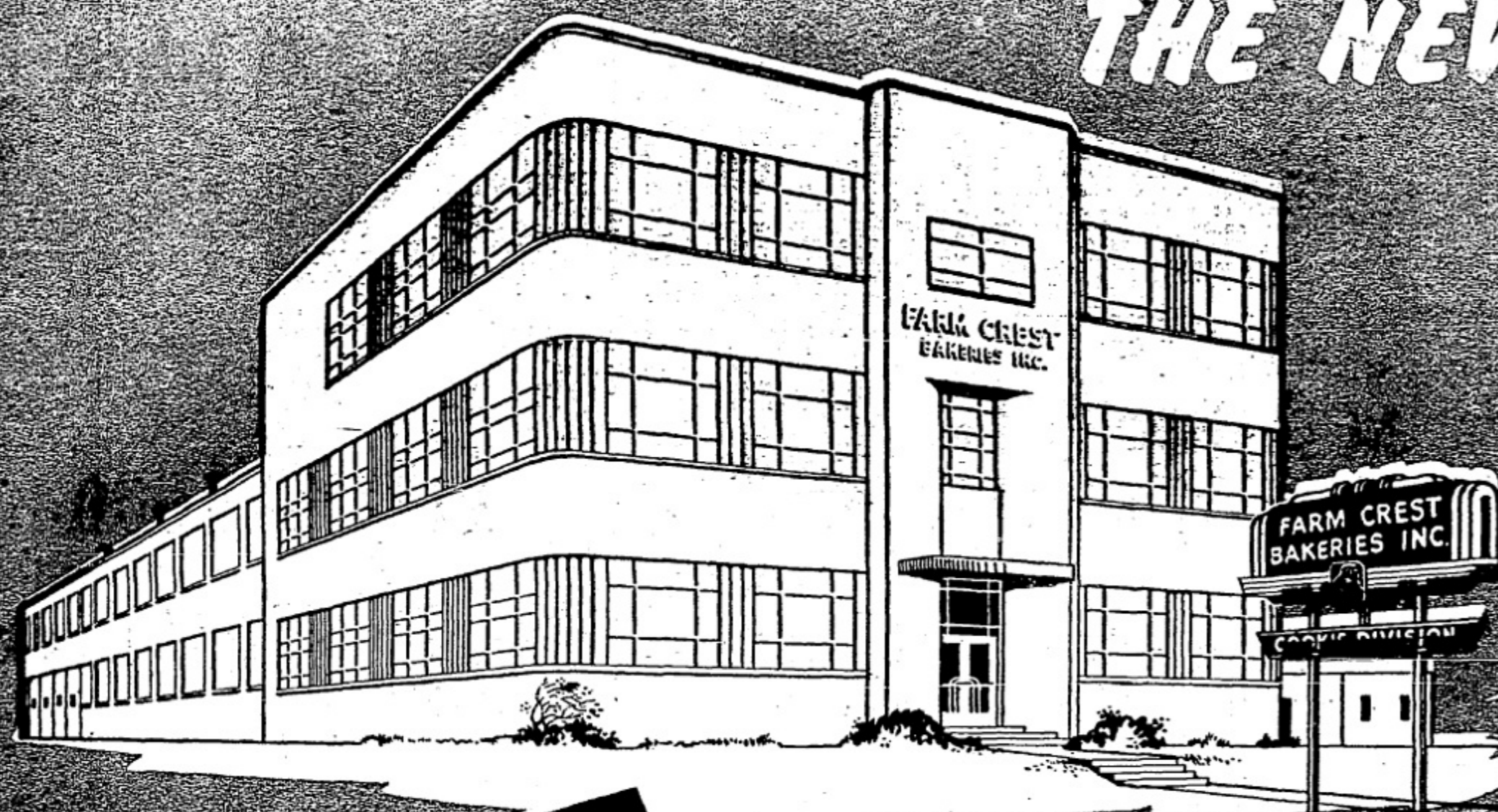


GRAND OPENING TODAY

12:00 NOON
TILL 6:00 P. M.

THE NEW FARM CREST COOKIE PLANT



You're Invited

TO SEE AND TASTE DELICIOUS FARM CREST COOKIES AS THEY ROLL FROM THE OVENS OF AMERICA'S FINEST COOKIE PLANT

Come out today and see for yourself how those wonderful, flavorful Farm Crest Cookies are made—from first mixing 'til they're sealed in cellophane to keep oven fresh, longer! See the spotless surroundings . . . the sparkling new equipment—electronically controlled to insure uniform, high quality. The party's on us so bring the family. Everybody gets a gift!

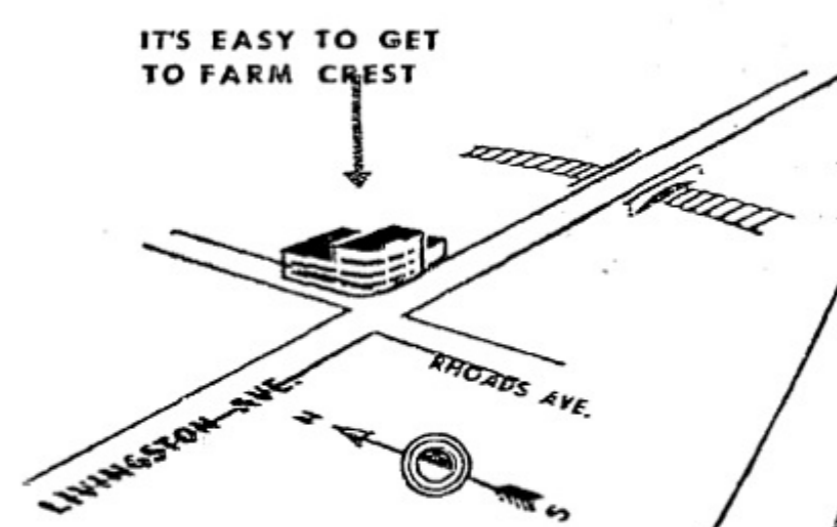
FREE ADMISSION!
REFRESHMENTS FOR ALL!
ENTERTAINMENT!
BALLOONS FOR THE CHILDREN!

TELECAST DIRECT FROM PLANT AT 2:30 P. M. WLW-C CHANNEL 3
 Opening day festivities at the ultra-modern, new Farm Crest Bakery will be telecast from 2:30 to 3:00 P. M. today. Tune in and join the fun!

DOOR PRIZES GALORE!

- ★ ADMIRAL TABLE MODEL TV SET
- ★ G. E. AUTOMATIC TOASTERS
- ★ ELECTRIC WAFFLE IRONS
- ★ UNIVERSAL AUTOMATIC COFFEE MAKERS
- ★ DORMEYER ELECTRIC MIXERS
- ★ UNIVERSAL ELECTRIC BLANKETS
- ★ ZENITH PORTABLE RADIOS
- ★ G. E. ELECTRIC IRONS

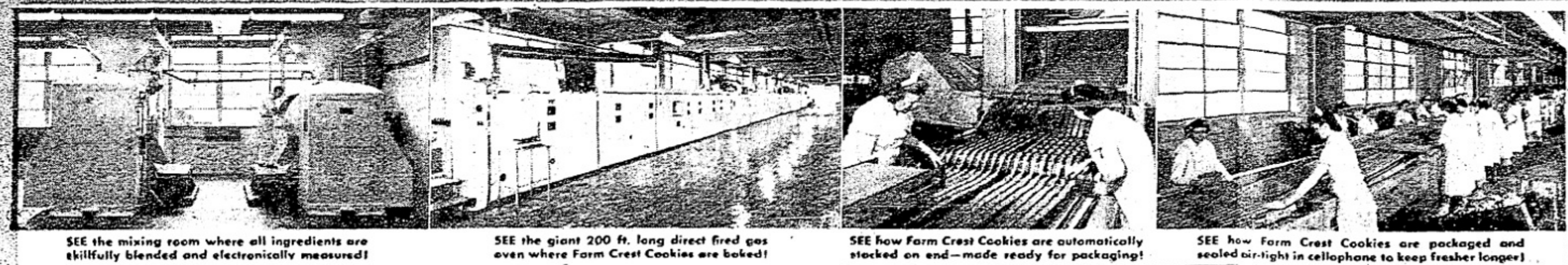
You need not be present at drawing to win any of these marvelous prizes. Special cards will be furnished as you enter bakery. Just sign your name and address, drop in box provided. You'll be notified if your name is drawn.



RADIO CELEBRITIES

"PIE PLANT PETE" AND "BASHFUL JOE"
 WJR DETROIT
 "Pete and Joe"—the Jolly Farm Crest Bakers—will be providing plenty of mirth, music and merriment. Come out and see and hear this sensational radio team!

See the World's Most Modern Bakery in Action!



SEE the mixing room where all ingredients are skillfully blended and electronically measured!
 SEE the giant 200 ft. long direct fired gas oven where Farm Crest Cookies are baked!
 SEE how Farm Crest Cookies are automatically stacked on end—made ready for packaging!
 SEE how Farm Crest Cookies are packaged and sealed air-tight in cellophane to keep fresher longer!

Come Today!
12 NOON TILL 6 P. M.
GIFTS FOR EVERYBODY!

FARM CREST BAKERIES