



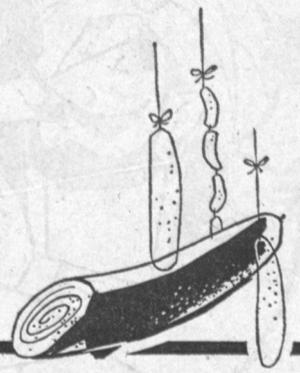
DELICATESSEN DEPARTMENT: Magic Chef Delicatessen Manager Harold Smull (above) is justly proud of his imported food section. Here are found delicacies from all over the world, from melt-in-the-mouth Dutch cookies to delicately flavored Danish hams to such canned gourmet foods as the brand new Beef Stroganoff and Chicken Cacciatore. A boon to the housewife, the Magic Chef Delicatessen Department contains all the prepared foods needed to make up any meal from a picnic to a banquet—with no cooking needed. In and above the big delicatessen cases are cocktail tidbits of all kinds, prepared salads, cold meats, desserts, sauces, soups, and much more; a wonderful world of food.



MAGIC CHEF BAKERY: Master Baker Robert M. Lehman (above) is in charge of the Magic Chef Bakery. Gay in pastel stripes, filled with the finest, most modern equipment, the bakery will stock not only the standard breads, rolls, cakes, and pies, but also many hard-to-find specialties. Among them: buttery croissants, shiny brown-crustured brioches, herbed patio rolls developed by Lehman especially for the new bakery. All bakery products will come to Magic Chef patrons fragrant and fresh from the oven, as the bakery will operate only during the shopping day and shelves will continuously be restocked with warm crusty loaves, rolls, and other goodies. Lehman invites orders for special occasion cakes of all kinds, from amusing novelty cakes for children's parties to elaborate and beautiful creations for weddings and anniversaries.



CAKE DECORATING CENTER: Mrs. Ellen J. Cole, above, is Magic Chef Bakery's cake decorating expert. A Torrance resident, she has taught cake-decorating for five years in the Torrance School System. As she practices her fascinating art, she will be visible to patrons of Magic Chef Market through the picture windows of the spotless cake-decorating center. Orders will be taken at the bakery for special occasion cakes of all kinds. Here, Mrs. Cole demonstrates a frilly border as she begins work on one of the decorating center's display cakes.



Dubuque • Fully Cooked
Canned Picnic \$ **2.98**
4³/₄-lb. Tin



Snack Tray Favorite
Large Bologna
By the Piece **39¢** lb.

MONTEREY • Creamy
Jack Cheese **45¢** lb.



XLNT • 1-lb. Carton
Potato Salad **25¢**

RATH'S • Ryeorn
Sliced Cooked Ham
5-oz. Package **39¢**

PILLSBURY or BALLARD
Biscuits
8-oz. Tubes **2 15¢**

FRESH • Flavorful
Liver Sausage
Skillfully spiced **39¢** lb.



Decorated 7-in
BIRTHDAY CAKE \$ **1.50**
Decorated While You Wait

Caraway Rolls
Dinner Rolls
Herb Rolls
Onion Rolls
Poppy Rolls
Sesame Seed Rolls
29¢ doz
4 Doz \$1.00

Mix 'Em, Match 'Em,
Heat 'Em and 'Eat 'Em.
Freeze 'Em.



MAGIC CHEF FEATURES
CHOICE QUALITY
IRIS FANCY FOODS
AND
IRIS DIETETIC FOODS

IRIS • CUT
GREEN BEANS
TALL 302 CAN **27¢**

IRIS • DIETETIC FRUITS
SWEETENED
APPLE SAUCE
NO. 302 CAN **25¢**

IRIS • DARK RED
KIDNEY BEANS
TALL 302 CAN **16¢**

IRIS
FRUIT COCKTAIL
NO. 302 CAN **35¢**

IRIS • SOLID PACK
TOMATOES
2 BUFFET CANS **33¢**

IRIS
PEACHES
NO. 302 CAN **27¢**

R.E.D. SALMON
NO. 1/2 CAN **69¢**

IRIS • DIETETIC
SWEETENER
8-OZ. GLASS **69¢**

CONTADINA
For Fine Italian Flavor!
MINISTRONE SOUP No. 2 Can **19¢**

PURE TOMATO PASTE 3 6 Oz. Cans **25¢**

WHITE ROCK BEVERAGES

ONE-WAY NO DEPOSIT BOTTLES

COLA
GRAPE
ORANGE
CLUB SODA
OR
BLACK RASPBERRY
2 28-Oz. Bottles. 49¢

GRANNY GOOSE

potato chips

always

CRACKLE FRESH



PURR
The Cat-illac
of Pet Foods
2 6-Oz. Cans **27¢**

PREAM
For Your Coffee
Reg. Jar **35¢**

JEWELER'S POLISH
IN EVERY PAD!

NEW!

BRILLO SOAP PADS
12 Pads **27¢**

TRY BRILLO CLEANSER