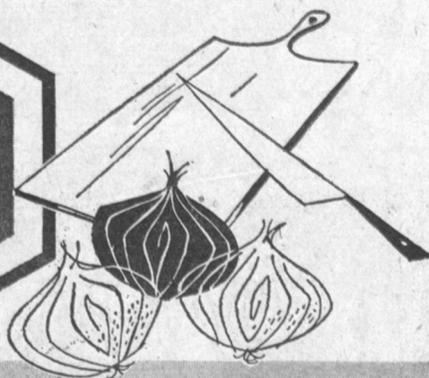


**FREE  
BALLOONS**

Wed. - Sun.  
10-12 & 1-6



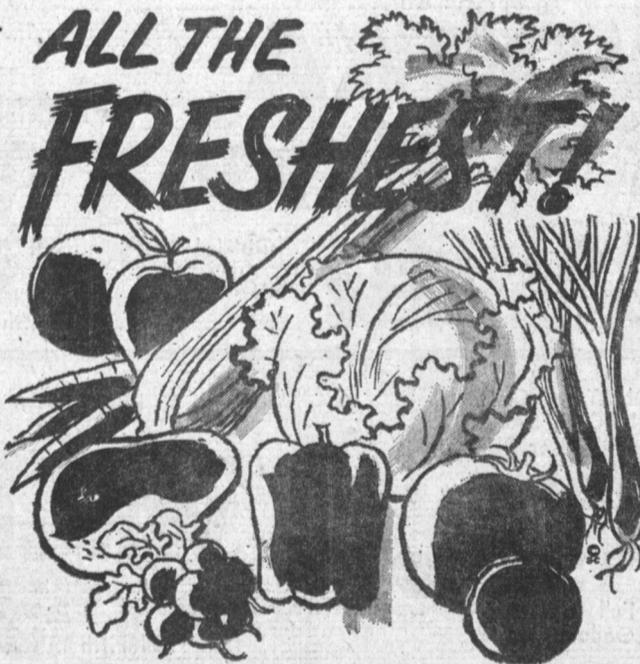
**MAGIC  
CHEF**



**PRODUCE DEPARTMENT:** Against a background of dewy-fresh and crisp greens, Magic Chef Produce Department Manager John Triolo, above, looks over the enormous variety of fine California produce stocked in his department. Magic Chef produce is contracted for early in the growing season to assure a constant flow of the best in fruits and vegetables, and is delivered to the store at sun-up on the day it is to be sold. All deliveries are carefully checked for quality, and are accepted only if up to Magic Chef's high standards. Then merchandise is carefully washed in porcelain vats and trimmed of coarse outer leaves before being placed on display.

**FREE  
ORCHIDS**

Wed. - Sun.  
10-1 & 2-6



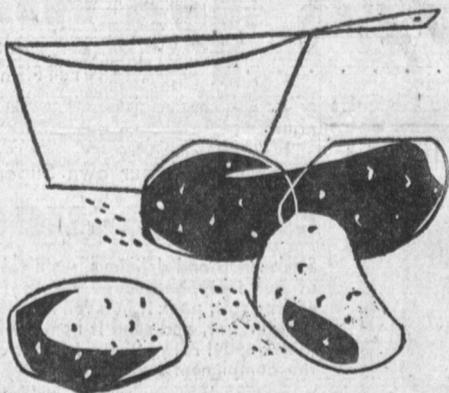
**ALL THE  
FRESHEST!**

First of the Season • Semi-Freestone  
**PEACHES**

Sweet  
and  
Juicy

**10** ¢  
lb.

Luscious peaches, perfect for slicing as a super cereal topping... or a real treat served chilled with rich cream as a winning summer dessert.



U.S. No. 1 • Perfect  
**Red Bliss**

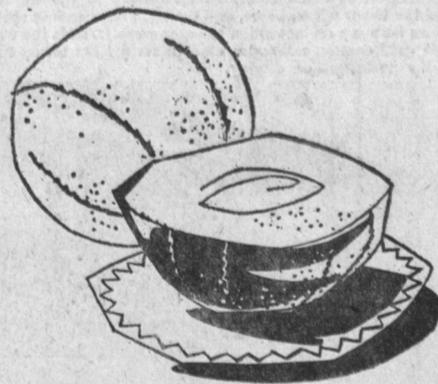
**Potatoes**  
**10** lbs. **25** ¢

Imperial Valley • Ripe and Mellow

**Cantaloupe**  
Large Size

Luscious, meaty melons, firm-textured and juicy, each picked just prior to the peak of ripeness... Serve cantaloupe not only for breakfast, but as a dessert that's a refreshing flavor favorite... melon stuffed with vanilla ice cream! Or for a really different taste treat, substitute tangy lime sherbet!

**5** ¢  
lb.



**PRODUCE.** Only the best from the fertile California farm country is chosen to fill Magic Chef's produce stands—dewy crisp lettuces; firm, close-leaved artichokes; big, rosy-red strawberries; tender young peas. And what comes into the market good stays good—special lighting protects Magic Chef produce from the harmful effects of ultra-violet rays. Magic Chef produce is handled as tenderly as a first baby—and shows it.



Burmosa • Sweet

**Plums**

**10** ¢  
lb.

Salinas

**Bunched Carrots**

Large Bunch  
Crispy and Nutritious

**5** ¢  
ea.

Extra Fancy

**Italian Squash**

**5** ¢  
lb.