



MAGIC CHEF QUALITY LIQUOR

BONDED, FOUR ROSES, OLD FORRESTER, I.W. HARPER IN BEAUTIFUL GIFT DECANTERS AT NO EXTRA COST

KENTUCKY STRAIGHT BOURBON WHISKEY \$5.87

- Sparkling Burgundy or Champagne, Big fifth for the Holiday Party. **CHAVEL BLANC PINK CHAMPAGNE \$1.89**
- A connoisseur's delight, Marcel Calvet, **IMPORTED FRENCH BRANDY Full Fifth \$3.59**
- For a Delicious Egg-Nog or Tom & Jerry **RUM AND BRANDY MIX Tenth \$1.99**
- 80 Proof, Distilled from 100% Grain. **SARNOFF VODKA Half Gallon \$7.19**
- Town Tavern Bottled at the Distillery. **STRAIGHT BOURBON WHISKEY Full Fifth \$3.19**



Magic Chef will wrap any Christmas gift purchase in the store for you free. You'll save valuable time this busy shopping season and have a handsome, attractive gift in lovely holiday wrapping paper ready to go under the tree.

DELICIOUS & DELICIOUS
FROZEN PEAS BY PEAS 10¢



FRESH TURKEYS

For those of you who prefer fresh turkeys, we have available in all sizes, fine, top-quality, plump U.S.D.A., Grade "A", full-breasted, California grown birds, the nation's finest. To enhance the festive mood of Christmas, select one of these choice turkeys.

ARMOUR or NORBEST U.S.D.A. GRADE "A" ONLY

YOUNG TOM TURKEYS 29¢ lb.

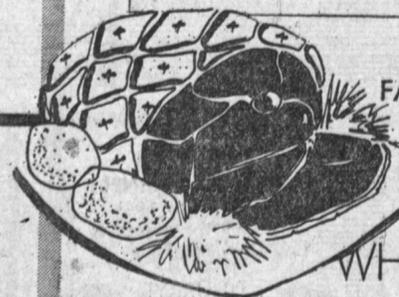
FROZEN CALIFORNIA GROWN 16 TO 22-POUND

USDA GRADE "A" FLASH FROZEN **JUNIOR TURKEYS 39¢ lb.**

U.S.D.A. GRADE "A" YOUNG **HEN TURKEYS 33¢ lb.**

FROZEN CALIFORNIA GROWN 8 TO 14-LB. AVERAGE

DELICIOUS DESSERT **APPLE FRUIT COCKTAIL \$1**



FARMER JOHN'S TOP QUALITY FULL SHANK HALF **SMOKED HAM 39¢ lb.**

WHOLE HAM or BUTT PART 49¢ lb.

DELICIOUS DESSERT **EGG NOG \$1**

RATH'S BLACKHAWK **WAFER-THIN SLICED BACON POUND PACKAGE 69¢**

FRESH **WESTERN OYSTERS 12-OZ. JAR 59¢**

Fresh California Grown Grade "A" 4-6-lb. Average **Roasting Chickens 49¢**

It's Great Anytime, Australian Lobster 1 1/4 to 1 3/4-lb. Average **Fully Cooked Lobsters 98¢**

Armour's Star 6 to 10-lb. Average. Ready to pop in the oven. **Stuffed Turkeys 69¢**

Dark, rich meat! Grade "A", 4 to 6 pound average. Tenderness. **Long Island Ducks 45¢**

FRESH **EASTERN OYSTERS 8-OZ. TIN 79¢**

RATH'S BLACKHAWK **SLICED BACON POUND PACKAGE 57¢**

Dark, rich meat! Grade "A", 4 to 6 pound average. Tenderness. **Long Island Ducks 45¢**

GOLDEN CREME PREMIUM ICE CREAM 69¢

LIST PRICE \$29.95
DISCOUNT PRICE \$15.44
OUR PRICE \$11.88

MAGIC CHEF GOURMET GALLEY **BARBECUED CHICKEN 98¢ ea.**

If you've shopped too late and have to get dinner in a hurry, 1-lb., 4-oz. Min. take home one of our barbecued chickens done to a golden perfection.

MADE FRESH DAILY FOR EXTRA FLAVOR **Macaroni or Potato Salad 29¢**

MAGIC CHEF CINNAMONY BAKERY **CHEESE ROLLS 49¢ DOZEN**

Rise & Shine With the Aroma of Fresh Coffee Cake in the Oven **RACE TRACK COFFEE CAKE 59¢**

Special Christmas Decorated 7-Inch, 2 Layer Cake **CHRISTMAS LAYER CAKE \$1.49**



DELICIOUS **PEARS 25¢**

Del Amo Shopping Center Corner of Hawthorne & Sepulveda

MAGIC CHEF

THE PRESS

Santa Claus 10 Years, He Still Loves His Job

If you want your youngsters to meet Santa Claus this yuletide and after hearing his cheery, booming voice, come home with a wide-eyed happy glow, then go to visit Santa's Wonderland at Pan-Pacific Auditorium, any day or evening from now until Christmas Eve.

Jolly Jim Evans, round of belly, red-ruited and sporting the whitest and bushiest of eyebrows and whiskers south of the North Pole, is the Pan-Pacific's Kris Kringle.

Aged 59, Jim is the dean of Southern California Santa Clauses, voted the most popular Santa Claus in Los Angeles stores a few years back, and teacher of several hundred men each year for this most exacting of Christmas-season professions.

Jim takes the Saint Nick business seriously.

HAS SPECIAL SUIT
His red velvet Santa Claus uniform is made to order. His boots and belt are fashioned from imported patent leather. His beard and eyebrows are created from nylon hair, also imported.

"You've got to look like the kids' conception of Santa," says Evans, "if you want to convince them."

Evans' headquarters at Santa's Wonderland is Santa's House, where he presides over a corps of elves busily engaged in pre-Christmas chores.

Unique in concept, Santa's Wonderland is a for-the-whole family shopping and fun center, with continuous entertainment for youngsters and adults alike.

A huge play area, staffed with professional attendants, has been reserved for "parking" children while parents shop in the merchandise wonderland.

Evans' domain for the youngsters includes a Snow Mountain for sliding and an Enchanted Forest of bejeweled and decorated Christmas trees.

BUSY WORKSHOP
Right next to his house,

Santa has his busy workshop. His team of six white reindeer are comfortably stabled only a few feet away. Also under Santa's jurisdiction is a live baby animal farm, featuring a threesome of frolicking goats, rabbits, a shetland pony, a lonesome calf, kittens, geese and chickens.

What does it take to be a Santa Claus?

"Anybody who likes children, and who will put out a little effort to make them happy, can be a successful Santa Claus," Evans says.

Evans recalls that he believed in Santa as a child in Ladonia, Texas, where he was born. A happy, secure home life makes a good starting point for playing Santa Claus, Evans thinks.

After attending Southwestern College, Evans became a theatre manager with Fox Coast and the Warner chain.

Later he became assistant regional property management supervisor for the Home Owners Loan Corp., served in the Army in World War II, was an investigator on the West Coast for the War Productions Board. After the war, he started his own loan consulting service.

10-YEAR SANTA
He got into the Santa Claus business 10 years ago after he had retired from business and when he volunteered to serve as Santa Claus for service club parties for underprivileged children.

Evans gives hundreds of dollars worth of toys, candies, ice cream and cake away each year. Some of the funds come out of his own pocket; most are donations from his wide circle of friends.

To Jim, his success as Santa Claus can be summed up in this simple credo:

"Always be warm, sympathetic and affectionate when you speak to youngsters," he says. "Never raise your voice; never get cross, and never promise a gift to a child. It's too great a risk!"

Report Says State Has Many Doctors in Cities

There are more private physicians in California per 100,000 population than in any state in the nation except New York or Massachusetts — yet in some California communities doctors are in short supply.

The problem is one of distribution, it is pointed out this month in California Medicine, official journal of the California Medical Association.

Physicians tend to congregate in urban areas, along with 77 per cent of the state's population. This leaves some communities and hospitals with less than their proportionate share of doctors.

A survey now under way by the CMA is expected to reveal the extent and nature of the unequal distribution and perhaps provide a basis for easing it, according to Dr. Warren L. Bostick, president of the association.

"We have long been aware of this situation and much is being done to correct it," he said. "Our physician's placement service is constantly seeking—and finding—doctors for smaller communities. County medical societies, medical schools, hospitals and communities themselves are continually working on it."

Cash and Carry

Home-Past. **MILK 21¢**

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AM AND FM RADIO **\$27.95**

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