



THIRD BIRTHDAY is being celebrated soon by the Magic Chef Market in the Del Amo shopping Center. Above Mrs. Thomas Nicholls of the bakery department samples some of the huge cake baked for the event. Customers are invited to come to the market for a bite of cake also during the birthday celebration.

—PRESS photo

Magic Chef Celebrates

"We're having a big celebration to celebrate our birthday, and everyone is invited to Magic Chef for free cake and coffee next Saturday," said Don Fordiani, store manager of the huge Magic Chef Supermarket in the Del Amo Shopping Center of Torrance. The celebration which begins Thursday, October 31 will continue for two weeks until Sunday, November 17, Mr. Fordiani said. To celebrate the occasion the Magic Chef's "Piping Hot" Bakery has baked a huge tier cake, which will be cut and served with free coffee to everyone in the store on Saturday, November 2, from 10 a.m. to 6 p.m.

"To celebrate our birthday and the very successful and happy three years that we have enjoyed," the Magic Chef manager said, "we have arranged special low prices in every department of the market." This is our way of saying "Thank You" to all our wonderful friends and neighbors.

As part of the celebration Magic Chef will award a Zenith Color Television Set and a Uropa Bar Refrigerator to lucky shoppers. Drawings for the prizes will be on Monday, November 18th, but the winner need not be present. Winners will be notified by mail or phone. No purchase is necessary. Anyone may win by just leaving their name, address and telephone number in the store.

Ladies in the area are invited to come to Magic Chef for free orchids, said the market manager. Beautiful fresh orchids, especially flown to the market for the occasion from the Hawaiian Islands, will be given to all women shoppers on Saturday, November 2nd, from 10 a.m. to 1 p.m. and from 2 to 6 p.m.

There will be plenty of fun for the youngsters, too. Rudy, the famous circus clown will be on hand Saturday, November 2nd to entertain and give free balloons to all children. And it will be back to the "good old days" on Friday and Saturday, November 1-2 with 10¢ hot dogs and 5¢ cokes.

The Magic Chef Supermarket was opened three years ago at 21740 S. Hawthorne Blvd. in Torrance, as the Southland's most complete supermarket in the nation to combine a complete restaurant and coffee shop, on-the-premises bakery, doughnut shop, a special service delicatessen and

liquor department with an unusually large variety shop and the most complete food departments possible.

Almost 10,000 different items are available, at all times, in the huge market, and the variety shop is a complete department store. Magic Chef was one of the very first markets to recognize the need for special health foods, wanted by so many shoppers today. For that reason, the market has one of the largest health food sections in the entire country.

One of the most exciting areas of the big beautiful market is the "Piping Hot" Bakery. Baking is done all day long, right on the premises. Only the finest ingredients are used by master bakers. Specialty breads, rolls, pies, cakes and fancy dessert items are featured. Visitors may watch the experienced decorators making specially decorated cakes for all occasions.

At the Magic Chef Gourmet Restaurant, shoppers can enjoy a quick snack or bring their families for a complete dinner. Everything on the Magic Chef Restau-

(Continued on page 4)

BEFOR AND AFTER

The development of the Imperial Valley is a clear-cut tale of "before and after" notes the Automobile Club of Southern California. Before the completion of the All-America Canal in 1901, it was a torrid desert. Soon after the first water was delivered from the Colorado River, the region exploded into phenomenal activity.

DUNE-BUGGYING

To the west of California's Imperial Valley are the Chocolate Mountains. The mountains are separated from the valley by a ribbon of sand dunes, 100 miles long and 6 miles wide, points out the Automobile Club of Southern California. Dune-bugging is a popular sport

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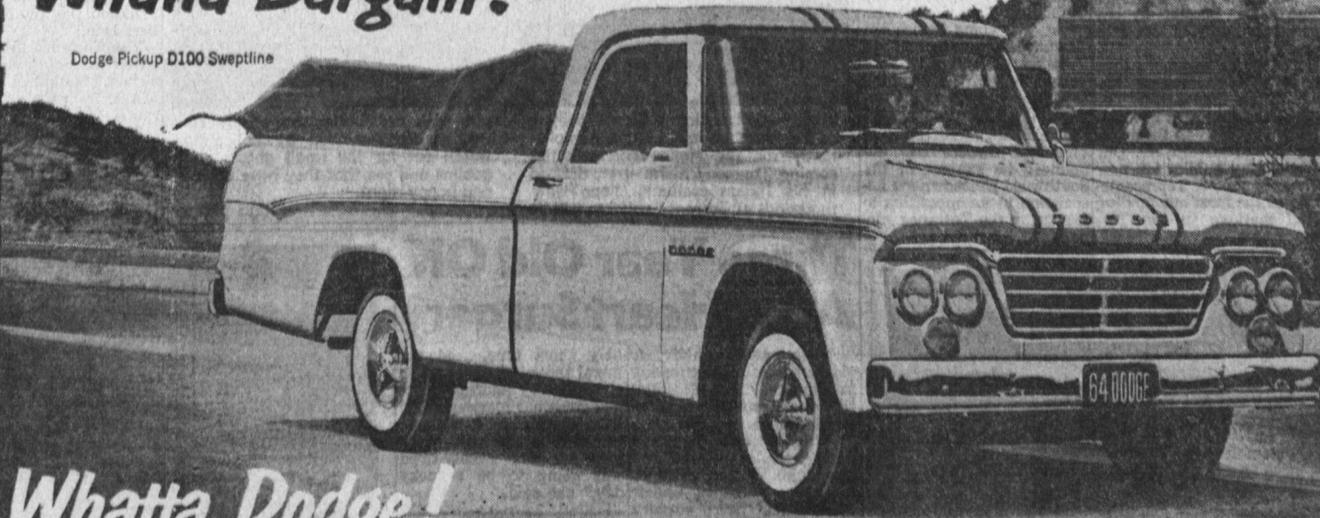
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