

# Grand Opening of Magic Chef Starting in Del Amo Center

Open Sesame! And with those magic words, the doors of the great new Magic Chef Market, at Hawthorne and Sepulveda in the Del Amo Shopping Center, swing open today for the first time, as its magical Grand Opening celebration begins.

This week end's festivities will transform the beautiful supermarket, one of the largest in the world, into something out of the Arabian Nights.

a genie which greets entering customers. Turbaned box boys will add to the atmosphere, packing purchases with almost magical skill.

There'll be gifts for all at the Grand Opening of the new Magic Chef Market—orchids for the ladies, balloons for the children (distributed by a real live genie) and they're all free.

A BIG FREE Food Show will be an important feature of the Magic Chef Grand Opening. Forty different food manufacturers will offer free samples of their newest products under a gay circus tent on the

Magic Chef parking lot—all you can eat, free for the sampling, from 11 a.m. to 7 p.m. Thursday and Friday, and from 10 a.m. to 6 p.m. on Saturday.

And still more excitement—visitors to the brand-new Magic Chef Market will have a chance at more than 50 wonderful prizes: Magic Chef Gas Ranges, Portable Dishwasher, 25-Volume Encyclopedia Sets, Fishing Trips from the famous Davey's Locker . . . and many more. Drawings will be held on June 20th and 27th; winners need not be present at the time of the drawings.

ANOTHER SPECIAL for the children—Gil Hodges, star first baseman of the World Champion Los Angeles Dodgers, will visit Magic Chef Market on Saturday, June 11, from 1 to 2 p.m., with advice for and chats with his young fans. He'll distribute autographed photos too.

Biggest of the big, Magic Chef Market has filled its more than 35,000 square feet of selling space with conveniences that make marketing truly magical. The marvelous Magic Chef Bakery bakes all day long to assure customers of a constant supply of hot, fresh breads, rolls, cakes, and pastries. An extra-special attraction is the picture-window cake decorating center, where customers may watch elegant creations of icing and spun sugar being made on special order.

A LUXURIOUS restaurant is another Magic Chef plus. Serving delicious meals all through the marketing day, it seats 60 in sheer comfort. Meals are gourmet fare here, prepared by famed chef Jerry Mehlman. Next to the Magic Chef Restaurant is the market's Gourmet center, where exotic foods

## Redondo School Official Gets TUSD Position

Dr. Bernard Garen, assistant superintendent of Redondo Beach City Schools, Tuesday night was named supervisor of educational facilities for the Torrance Unified School District.

He will replace James E. Crockett, who resigned to take a post with Palos Verdes Schools. The office involves supervision of planning and building new facilities for youngsters in the rapidly-growing school district. During the past 13 years, 30 new plants have been built and more are planned.

Dr. Garen has served as deputy superintendent of Redondo Schools in charge of business for the past eight years. Before that, he served as principal in Redondo and as a teacher at Inglewood High School and Eastmont Junior High, Montebello.

He has taught extension courses in school finance and law at Los Angeles State and UCLA. A graduate of Pepperdine, he holds master's and doctor's degrees from the University of Southern California.

and party snacks are available in profusion, as well as specialties from the restaurant to take out.

Magic Chef's Homemaker's Bazaar, the largest variety section in the area, contains just about everything needed around the house and around people, from fuses to frocks. Buyers for the Bazaar have combed the country for special items which combine beauty and value.

All these, plus a flower shop, a donut shop, and a magnificent selection of groceries, meats, produce, mean that "There's Magic in Marketing at Magic Chef."



NEW ADDITIONS . . . Newest businesses to join The Broadway and Sears in Del Amo Shopping Center and in the northwest section of the area at Carson and Sepulveda where Thrifty Drug pioneered this block of stores

are from left: Thrifty Drug, bakery, Magic Chef Super Market; Vogue Cleaners, Beauty Salon, Barber Shop and Model Finance Co. (Herald Photo)

SYMBOLIZING the theme "There's Magic in Your Marketing at Magic Chef Market" will be the 10-foot figure of

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GREETED . . . Glen Pfeil, (left) co-publisher of the Torrance HERALD, shakes hands with Al Goldstein, general manager of the Magic Chef Super Market chain. Meeting took place during preview of Del Amo Shopping Center store Tuesday evening. (Herald photo)



MAKE CHECK . . . Vince Michael (left), manager of Magic Chef's Del Amo Super Market; takes notes from Verne Lofquist, chain's district supervisor during preview Tuesday evening. Hundreds of future customers visited the latest addition to the shopping center. (Herald Photo)

## Veterans to Meet Friday

Torrance Barracks of all veterans of World War I Veterans of World War I will be discussed at the session, including the latest status of pension plans for the here yesterday by Commander Art Hicks. Refreshments will be served after the meeting.

## Park to Get 'Submarine'

Formal presentation of a piece of playground equipment for La Romeria Park is slated for 2 p.m. on Saturday, June 18.

The equipment is being donated to the park by Mrs. Herma Tillim, local civic leader, in memory of her daughter, Mrs. Pat McCabe, who died six months ago.

City officials will be on hand to accept the equipment, a make-believe submarine that has proved popular with youngsters in play areas throughout the country.

The park is at Inglewood Ave. and Narrot St.

Growing with Torrance . . .

# MODEL FINANCE

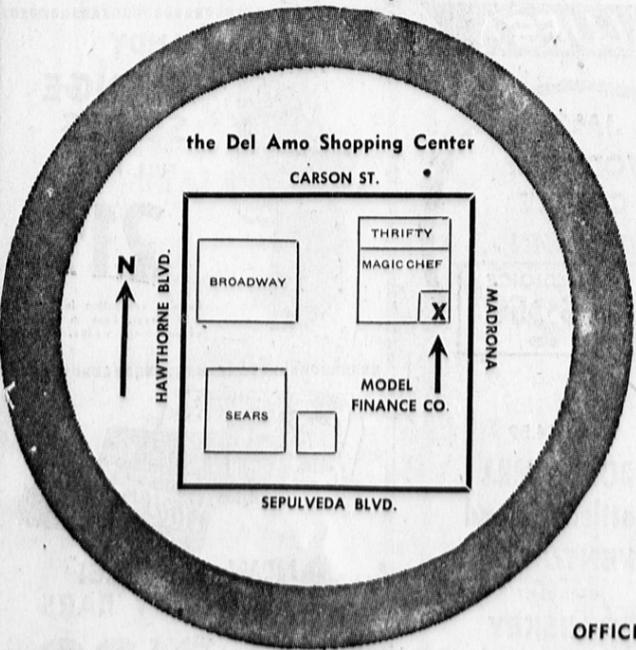
ANNOUNCES THE OPENING OF A **SECOND OFFICE IN TORRANCE**

at 21750 Hawthorne Blvd.

. . . South-East corner of the Thrifty Drug—Magic Chef Bldg. in the —

**DEL AMO SHOPPING CENTER**

CONVENIENTLY LOCATED TO BETTER SERVE THE GREATER TORRANCE-SOUTH BAY AREA.



## MODEL FINANCE COMPANY

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in the Del Amo Shopping Center  
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1327 SARTORI AVE.

Downtown Torrance  
Phone FAirfax 8-7781

OFFICE HOURS: Monday through Thursday 9:30 to 5:30, Friday 9:30 to 8:00. Closed Saturdays.

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21756 Hawthorne Blvd. Torrance  
Behind Broadway Next To Magic Chef Mkt.

## Model Finance Opens New Office in Del Amo Center

Growing with Torrance the Model Finance Co. announces the opening of their second location. New offices of the company of 15 branches is in the Del Amo Shopping Center and is near the Magic Chef Super Market in the southeast section of the area bounded by Carson, Hawthorne and Sepulveda. It is conveniently located to better serve Greater Torrance and the South Bay, according to John A. Sass, manager of the new branch.

Sass, who hails from Battle Creek, Mich., has been with Model Finance for three years after serving four years in the Navy.

Office hours are Monday through Thursday from 9:30 to 5:30 and Friday from 9:30 to 8 p.m. They are closed on Saturdays. The original Model Finance office in Torrance is located at 1327 Sartori.



JOHN A. SASS

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In The Del Amo Shopping Center Next to the New Magic Chef Food Market