

Magic Chef to Open Del Amo Supermarket Here on June 8

One of the largest super markets in the world will open in Torrance next Wednesday, June 8—Magic Chef Market, located at Hawthorne and Sepulveda in the Del Amo Shopping Center.

Both big and beautiful, the new Magic Chef Market is more than twice the size of the average Southern California super market—and they build them large out here. Every inch of the enormous space is carefully planned to save customer's steps and simplify shopping.

INSIDE MAGIC Chef are

hundreds of extras, some big and some small. Many have been planned in response to customers' suggestions, and all are intended to make shopping a dream of efficiency, comfort and pleasure.

Among the big extras:

MAGIC CHEF BAKERY — a complete bakery within the store, it will operate all during the shopping day. To the customer, this means a constant flow of hot, fragrant baked goods from oven to sales shelves.

Specialties will include such epicurean delights as flaky croissants, shiny brown-crustured brioches, melting eclairs, plus all kinds of patio breads, such as the pungently flavored herb rolls especially developed by master baker Robert M. Lehman, in charge of the bakery.

THE BAKERY'S feathery-light cakes will star in the picture-window decorating center, where Mrs. Eilan J. Cole and her assistants will create fragile masterpieces in icing and sugar, in full view of shoppers. Special orders will be welcomed.

MAGIC CHEF Restaurant: Visitors to the market's elegant restaurant will eat in cushioned comfort in booths screened from the bustling store proper. No mere snack bar, the restaurant seats sixty—and feeds them fabulous food.

The menu patterned after those of the famous delicatessen-restaurants beloved by Broadway's theater-goers and entertainers, will specialize in hearty, delicious dinners (corned beef and cabbage that even Jiggs would approve), glorious soups (ruby-red borscht topped with a snowy mound of sour cream), spectacular sandwiches (tongue, corned beef, and pas-

trami on flavorful Russian rye), and all the standard favorites as well. The restaurant will be open all during market hours, for full meals or after-shopping snacks.

GOURMET CENTER: Adjoining the restaurant, this department will carry exotic delicacies from all over the world. Many of the restaurant specialties will also be available here, so that house-wives can celebrate an occasional "wife's night off" with delicious ready-cooked foods.

VARIETY DEPARTMENT: Magic Chef Market will also include the largest non-food department anywhere in the area. Planned for one-stop shopping, for the barbecue, a huge delectable and pleasure to a There'll be a big garden department, everything needed for the barbecue, a huge re-partimentalized health and beauty section, a complete party section with decorations, favors, et al., children's clothing (including a delightful and exclusive line of little girls' play clothes).

AND THESE are only a beginning. There'll be much, much more that's new—including the exciting new air-circulated dairy case, for instance; the wall murals which add beauty and pleasure to a shopping trip; the Florentine mosaic tile used for striking decorative effect.

It's a store in a million—and Magic Chef's Grand Opening is next week!

Principal at Serra Going To Honolulu

Brother Joseph L. Hoffman, SM, principal of Sierra High School, will leave after serving in that post for four years to assume a post as director of the Marineland Scholasticate at Chaminade College in Honolulu which is opening this fall. Several of Brother Hoffman's students at Chaminade will be former Serra students.

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