



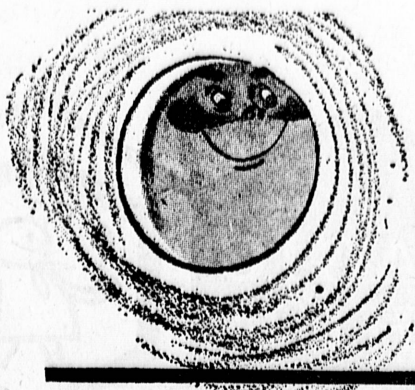
**LIQUOR DEPARTMENT:** Evo Orsi, above, manages this colorful department in the new Magic Chef Market. Here are found fine wines, liquors, and cordials from all over the world: flowery white wines from Germany, full-bodied red wines from the chateau country of France, mellow sherries from Spain, rich cherry cordials from Denmark; great whiskeys from Ireland, from Scotland, from Kentucky; the justly famous wines of California's own vintners. Magic Chef has set off the beautifully shaped bottles and their glowing contents in a jewel-box setting of rich metallic gold wallpaper, crimson mosaic tiles from Italy, an ingeniously designed wine rack designed and built for Magic Chef in handsome pecky cypress, elegant shelves of brass, glass, and gold-flecked plastic. Evo Orsi and his assistants in the Magic Chef Liquor Department, all graduates of the California Wine Institute, are experts on the use and selection of wine and are always pleased to help and advise customers.



**SELECTION.** View of one wall of Magic Chef Liquor Department shows a sampling of the thousands of different items available for choice of Magic Chef customers. Magic Chef representatives comb nearly every country of the world to find the finest wines, beers, and liquors. Free-standing shelves shown here are an innovation in super markets, as is the washable gold damask wallpaper used to set off the tawny tones of the beverages on display.



**MAGIC CHEF RESTAURANT.** Famed Chef Jerry Mehlman is head man in the Magic Chef Restaurant and Gourmet Department. The big sixty-seat restaurant will serve three delicious and hearty meals each day from menus full of such intriguing specialties as the sandwich-and-a-half on the luncheon menu—three halves, one pastrami, one salami, and one corned beef, for people with bigger-than-one, smaller-than-two appetites; the magnificent borscht with sour cream; and six different kinds of chicken soup. Plus bacon-and-eggs-and-everything breakfasts and full-course dinners, besides many other selections ranging from fragrant, steaming coffee to rich, creamy cheesecake. Next to the Magic Chef Restaurant is the market's Gourmet Center, which sells many exotic delicacies as well as restaurant specialties ready-cooked to take home.



80 PROOF • Kazar  
**VODKA**  
 \$2.79  
 Full Fifth  
 Distilled from Grain

Distilled and Aged  
 In The Heart of Scotland  
 CARR'S  
**Imported  
 Scotch**  
 \$3.98  
 Full Fifth

Vintage Dated  
 Imported Italian  
**Rosé  
 Wine**  
 Full Fifth **89¢**

SONATA • California  
 VIN ROSE, SAUTERNE  
 VINO ROSSE or BURGUNDY  
**Wine**  
 \$1.29  
 Full Gallon

86 PROOF • 8 YRS OLD  
 • Double Springs  
**Bourbon  
 Whiskey**  
 \$3.69  
 Full Fifth

CASE  
 24 CANS  
 \$2.98  
  
 Walter's Colorado  
**Lager  
 Beer**

EXTRA DRY • California • Chateau Blanc  
**Champagne** \$1.79  
 Full Fifth

8 YRS. OLD • Doyle Springs  
**Whiskey** \$2.98  
 Straight Bourbon  
 Full Fifth  
**6 12-oz. Cans 79¢**



Prepared with our own Superb Sauce  
**Barbecued Chicken** 98¢  
 Sixteen-ounce and delicious, we'll take one of our tasty barbecued chickens right off the spit, pack it in a foil bag to keep it eatin' hot, and send it home with you table-ready! All you have to do is collect the compliments!  
 Cooked Weight Over 1-lb. 3-oz.

EASTERN • Quality • Ready to Serve  
**Pastrami** 98¢  
 lb

Smoked JAPANESE IMPORT  
**Oysters** 3 \$1  
 3 3/4-oz. Cans  
 Oyster lovers will appreciate this fine delicacy!

A Heavenly Dessert  
**MILADY  
 FROZEN  
 CHEESE  
 BLINTZES**  
 Blueberry, Cherry, Cheese and Strawberry  
 8 oz. Pkg. **49¢**

For Contented Cats...  
**KITTY QUEEN**  
 Chopped Kidney or Liver  
**Cat Food**  
 2 6-Oz. Cans **29¢**

CALO  
**DOG  
 FOOD**  
 2 Tall Cans **29¢**

REALLY HOT  
 RED'S - FROZEN  
**TAMALES**  
 8-Ct. Pkg. **\$1.00**

MRS. SINGER'S  
**PIE CRUST  
 MIX**  
 8-Oz. Pkg. **19¢**

WHAT MAKES 'EM TASTE EVEN BETTER?  
 McEACHEN  
**PANCAKE  
 SYRUP**  
 BIG 4-1/2 Lb. JAR **69¢**

**RUS-ETTES**  
**Frozen  
 Potatoes**

WHOLE - PETITE  
 POTATOES  
 16 Oz. Pkg. **29¢**

Red Bird • Sweeps Clean  
**BROOMS**  
 An Exceptional Bargain At Only **\$1.09**

MISSOURI  
**HICKORY  
 BARBEQUE SAUCE**  
 8-Oz. Bottle **29¢**

LA MEXICANA  
**TACO  
 SAUCE**  
 7-Oz. Bottle **23¢**

JAN-U-WINE—Authentic Chinese Foods  
**BEAN  
 SPROUTS** **17¢**  
 Tall No. 303 Can

BRANDYWINE  
**MUSHROOMS  
 STEMS &  
 PIECES**  
 2-Oz. Can **19¢**