



MAGIC CHEF MARKET. One of the largest in the world, the Magic Chef Market opens today in Torrance, at Hawthorne and Sepulveda in the Del Amo Shopping Center. The new market totals nearly 60,000 square feet, has over 35,000 square feet of sales area.

MAGIC CHEF MANAGER Vince Michael, above, assumes over-all responsibility for entire Magic Chef Market.



DISTRICT MANAGER. Verne Lofquist is Magic Chef's District Manager. A tall, pleasant-faced Scandinavian, he has been hard at work at Magic Chef during the greater part of the last few hectic weeks and has been on hand virtually night and day during the pre-opening rush. Opening day will mean no end to his interest. Verne Lofquist will still spend much of his time in personal visits to Magic Chef Market.



MAGIC CHEF OPENS TODAY . . . and the dream of every wishful housewife comes true! You'll find shopping's wonderful at Magic Chef where food budgets always seem to balance and suddenly — from out of nowhere — comes a perfect idea for tonight's dinner!

Magic Chef wanted you to have . . . not only the most modern and attractive supermarket facilities . . . but also the extra specials which make marketing more fun! Here's the recipe: For confection, we whipped up a cinnamony bakery, for convenience, we put together a complete Non-Foods Store, for cuisine, we concocted a delicious restaurant. We tried to take all the wishful wishes about what a market should be, season them with sense, spiced them with convenience, stirred well . . . and now, ladies, with a wave of his soup spoon wand . . . here's your Magic Chef!

Only A Geni-us Could Bring You This

GRAND OPENING

Of The Exciting New

MAGIC CHEF

SUPERMARKET

In The Del Amo Shopping Center
Hawthorne and Sepulveda

Prizes! Fun! Values!

- 3 Magic Chef Gas Ranges
- 1 Kitchenaid Portable Dishwasher ● 3 Dormeyer Hand Mixers
- 2 Cory 32-cup Percolators 2 Waring two-speed Blenders
- 5 Funk & Wagnalls 25-volume Encyclopedia Sets
- 25 Fishing Trips from Davey's Locker ● 12 Stuffed Animals

SALE DAYS

Wednesday
through
Sunday,

June
8, 9, 10, 11 & 12

Open Every Day
9 A.M. to 10 P.M.

FREE FOOD SHOW



All you can eat . . . free! Thursday and Friday 11 A.M. to 7 P.M. and Saturday 10 A.M. to 6 P.M., the Magic Chef parking lot will be filled with colorful booths featuring 40 different kinds of free food samples! Be sure to attend . . . you'll love it!



DISTRICT SUPERVISOR. Smiling Tony Perez includes Magic Chef among several markets under his supervision; has spent most of his time here during the past month. Shown in the background is the Magic Chef Courtesy Booth, one of the market's many service facilities. Here, customers may cash checks, buy money orders, pay utility bills—all services offered free of additional charge by the big Magic Chef Market.



FUN FOR EVERYONE



GIL HODGES

1st Baseman of the Los Angeles Dodgers will help celebrate the opening of Magic Chef this Saturday, June 11, from 1 to 2 P.M. Gil will give autographed photos to the first 150 children to arrive!

