



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 Mehinan 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
\$2⁷⁹
Full Fifth
Distilled from Grain

Distilled and Aged
In The Heart of Scotland
CARR'S
Imported Scotch
\$3⁹⁸
Full Fifth

Vintage Dated
Imported Italian
Rosé Wine
Full Fifth \$8⁹

SONATA • California
VIN ROSE, SAUTERNE
VINO ROSSO or BURGUNDY
Wine
\$1²⁹
Full Gallon

86 PROOF • 8 YRS OLD
• Double Springs
Bourbon Whiskey
\$3⁶⁹
Full Fifth

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

EXTRA DRY • California • Chateau Blanc
Champagne \$1⁷⁹
Full Fifth

8 YRS. OLD • Doyle Springs
Straight Bourbon
Whiskey \$2⁹⁸
Full Fifth

12-oz. Cans
6 79



Prepared with our own Superb Sauce

Barbecued Chicken 98¢
Sizzle-crisp 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¢
Smoked Oysters 3 \$1
JAPANESE IMPORT
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-LB. JAR 69¢

RUS-ETTES

Frozen Potatoes

WHOLE - PETITE POTATOES

16 Oz. Pkg. 29¢

Red Bird • Sweeps Clean

BROOMS
\$1⁰⁹
An Exceptional Bargain At Only

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¢