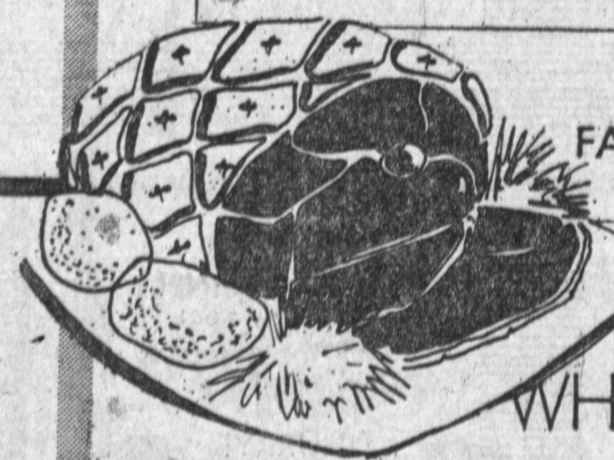


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IN BEAUTIFUL GIFT DECANTERS AT NO EXTRA COST**KENTUCKY STRAIGHT  
BOURBON WHISKEY \$5.87**Sparkling Burgundy or Champagne, Big fifth for the Holiday Party.  
**CHAVEL BLANC PINK CHAMPAGNE**A connoisseur's delight, Marcel Calvet,  
**IMPORTED FRENCH BRANDY**For a Delicious Egg Nog or Tom & Jerry  
**RUM AND BRANDY MIX**80 Proof, Distilled from 100% Grain.  
**SARNOFF VODKA**Town Tavern Bottled at the Distillery.  
**STRAIGHT BOURBON WHISKEY**\$1.89  
Full Fifth  
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Fifth  
\$3.89  
Fifth  
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Full Fifth  
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Magic Chef will wrap any Christmas gift purchase in the store for you free. You'll save valuable time this busy shopping season and have a handsome, attractive gift in lovely holiday wrapping paper ready to go under the tree.

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**FROZEN  
BY PEAS  
10¢**DELICIOUS DESSERT  
**OLE FRUIT  
COCKTAIL  
TALL 303  
CANS \$1**Fruit, symmetrical flavor. No. 1 1/4 Can  
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**MS 29¢**  
oliday complete. Quart Carton  
**NOG 49¢****GOLDEN CREME  
PREMIUM  
ICE  
CREAM  
BIG  
HALF  
GALLON 69¢**LIST PRICE \$29.95  
DISCOUNT PRICE \$15.44  
**OUR PRICE  
\$11.88**FANCY  
**PEARS  
25¢****FRESH TURKEYS**

For those of you who prefer fresh turkeys, we have available in all sizes, fine, top-quality, plump U.S.D.A., Grade "A", full-breasted, California grown birds, the nation's finest. To enhance the festive mood of Christmas, select one of these choice turkeys.

USDA GRADE "A" FLASH FROZEN  
**JUNIOR TURKEYS**  
5 TO 8-POUND AVG. **39¢ lb.**FARMER JOHN'S TOP QUALITY FULL SHANK HALF  
**SMOKED  
HAMS 39¢ lb.**  
WHOLE HAM or BUTT PART 49¢**RATH'S BLACKHAWK  
WAFFER-THIN  
SLICED BACON**  
POUND PACKAGE **69¢****FRESH  
WESTERN  
OYSTERS**  
12-OZ. JAR **59¢**Fresh California Grown Grade "A" 4-6-lb. Average  
**Roasting Chickens 49¢**It's Great Anytime, Australian Lobster 1 1/4 to 1 3/4-lb. Average  
**Fully Cooked Lobsters 98¢**Armour's Star 6 to 10-lb. Average. Ready to pop in the oven.  
**Stuffed Turkeys 69¢**Dark, rich meat! Grade "A", 4 to 6 pound average. Tenderness.  
**Long Island Ducks 45¢****FRESH  
EASTERN  
OYSTERS**  
8-OZ. TIN **79¢**  
**RATH'S BLACKHAWK  
SLICED  
BACON**  
POUND PACKAGE **57¢**MAGIC  
CHEF  
COURMET  
GALLERY**BARBECUED  
CHICKEN**If you've shopped too late and have to get dinner in a hurry, 1-lb., 4-oz. Min. take home one of our barbecued chickens done to a golden perfection. **98¢ ea.**MADE FRESH DAILY FOR EXTRA FLAVOR  
**Macaroni or Potato Salad 29¢**MAGIC  
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CINNAMONY  
BAKERY

LIGHT AND TANGY FLAVOR TREAT

**CHEESE ROLLS**Reg. 59¢ **49¢ DOZEN**Rise & Shine With the Aroma of Fresh Coffee Cake in the Oven  
**RACE TRACK COFFEE CAKE 59¢**Special Christmas Decorated 7-Inch, 2 Layer Cake  
**CHRISTMAS LAYER CAKE \$1.49**Del Amo  
Shopping  
Center  
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Hawthorne &  
Sepulveda**MAGIC  
CHEF**

## THE PRESS

**Santa Claus 10 Years,  
He Still Loves His Job**

If you want your youngsters to meet Santa Claus this yuletide and after hearing his cheery, booming voice, come home with a wide-eyed happy glow, then go to visit Santa's Wonderland at Pan-Pacific Auditorium, any day or evening from now until Christmas Eve.

Jolly Jim Evans, round of belly, red-suited and sporting the whitest and bushiest of eyebrows and whiskers south of the North Pole, is the Pan-Pacific's Kris Kringle.

Aged 59, Jim is the dean of Southern California Santa Clauses, voted the most popular Santa Claus in Los Angeles stores a few years back, and teacher of several hundred men each year for this most exacting of Christmas-season professions.

Jim takes the Saint Nick business seriously.

**HAS SPECIAL SUIT**

His red velvet Santa Claus uniform is made to order. His boots and belt are fashioned from imported patent leather. His beard and eyebrows are created from nylon hair, also imported.

"You've got to look like the kids' conception of Santa," says Evans, "if you want to convince them."

Evans' headquarters at Santa's Wonderland is Santa's House, where he presides over a corps of elves busily engaged in pre-Christmas chores.

Unique in concept, Santa's Wonderland is a for-the-whole family shopping and fun center, with continuous entertainment for youngsters and adults alike.

A huge play area, staffed with professional attendants, has been reserved for "parking" children while parents shop in the merchandise wonderland.

Evans' domain for the youngsters includes a Snow Mountain for sliding and an Enchanted Forest of bejeweled and decorated Christmas trees.

**BUSY WORKSHOP**

Right next to his house,

Santa has his busy workshop. His team of six white reindeer are comfortably stabled only a few feet away. Also under Santa's jurisdiction is a live baby animal farm, featuring a threesome of frolicking goats, rabbits, a shetland pony, a lonesome calf, kittens, geese and chickens.

What does it take to be a Santa Claus?

"Anybody who likes children, and who will put out a little effort to make them happy, can be a successful Santa Claus," Evans says.

Evans recalls that he believed in Santa as a child in Ladonia, Texas, where he was born. A happy, secure home life makes a good starting point for playing Santa Claus, Evans thinks.

After attending Southwestern College, Evans became a theatre manager with Fox Coast and the Warner chain.

Later he became assistant regional property management supervisor for the Home Owners Loan Corp., served in the Army in World War II, was an investigator on the West Coast for the War Productions Board. After the war, he started his own loan consulting service.

**10-YEAR SANTA**

He got into the Santa Claus business 10 years ago after he had retired from business and when he volunteered to serve as Santa Claus for service club parties for underprivileged children.

Evans gives hundreds of dollars worth of toys, candies, ice cream and cake away each year. Some of the funds come out of his own pocket; most are donations from his wide circle of friends.

To Jim, his success as Santa Claus can be summed up in this simple credo:

"Always be warm, sympathetic and affectionate when you speak to youngsters," he says. "Never raise your voice; never get cross, and never promise a gift to a child. It's too great a risk!"

**Report Says State Has  
Many Doctors in Cities**

There are more private physicians in California per 100,000 population than in any state in the nation except New York or Massachusetts — yet in some California communities doctors are in short supply.

The problem is one of distribution, it is pointed out this month in California Medicine, official journal of the California Medical Association.

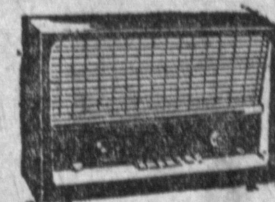
Physicians tend to congregate in urban areas, along with 77 per cent of the state's population. This leaves some communities and hospitals with less than their proportionate share of doctors.

A survey now under way by the CMA is expected to reveal the extent and nature of the unequal distribution and perhaps provide a basis for easing it, according to Dr. Warren L. Bostick, president of the association.

"We have long been aware of this situation and much is being done to correct it," he said.

"Our physician's placement service is constantly seeking—and finding—doc-

tors for smaller communities. County medical societies, medical schools, hospitals and communities themselves are continually working on it.

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