

**MAGIC CHEF**  
DEL AMO SHOPPING CENTER  
CORNER OF SEPULVEDA & HAWTHORNE

# YOU SHOULD BE SHOPPING AT THE **BIG STORE FOR DISCOUNTS**

EVERYDAY LOW

HERE ARE THE FACTS ABOUT **DISCOUNT PRICING!**

**NO**  
• STAMPS  
• GAMES  
• GIMMICKS

EVERY ITEM DISCOUNTED FOR EVERYDAY SAVINGS

ALL COSTLY GAMES, S... ALONG WITH LONG'S PRICES EVERYDAY... YES, AT MAGIC CHEF SACRIFICING THE QUALITY OF NATIONAL BRAND BEEF.

Prices E

DISCOUNT PRODUCE

U.S. NO. 1 ALL PURPOSE

## RUSSET POTATOES

10<sup>LB. CELLO BAG</sup> 35<sup>c</sup>

EVERYDAY DISCOUNT PRICES ON THE HIGHEST QUALITY & VARIETY PRODUCE

GOLDEN RIPE—TROPICAL

## BANANAS

10<sup>c</sup> lb.

SWEET, JUICY

NAVEL ORANGES 5<sup>lbs.</sup> \$1

CRISP, TENDER, GARDEN FRESH

CARROTS 2<sup>1-lb. cello bags</sup> 25<sup>c</sup>

GARDEN FRESH SOLID HEAD

GREEN CABBAGE 5<sup>c</sup> lb.

COACHELLA VALLEY—LARGE SIZE

GRAPEFRUIT 10<sup>for</sup> \$1

U.S.D.A. CHOICE BEEF AT DISCOUNTS!

MAGIC BUY

U.S.D.A. GRADE 'A'

## TOM TURKEYS

29<sup>c</sup> lb.

U.S.D.A. 'CHOICE' BEEF

## STANDING RIB ROAST

79<sup>c</sup> lb.

LARGE END

|  |                             |   |                           |
|--|-----------------------------|---|---------------------------|
| FRESH GROUND HOURLY <b>GROUND BEEF</b>             | <b>39<sup>c</sup> lb.</b>   | U.S.D.A. 'CHOICE' BEEF—BONELESS ROLLED <b>SHOULDER CLOD</b> | <b>89<sup>c</sup> lb.</b> |
| U.S.D.A. 'CHOICE' BEEF <b>T-BONE STEAK</b>         | <b>\$1<sup>19</sup> lb.</b> | U.S.D.A. 'CHOICE' BEEF <b>CUBE STEAK</b>                    | <b>98<sup>c</sup> lb.</b> |
| U.S.D.A. 'CHOICE' BEEF <b>FAMILY STEAK</b>         | <b>89<sup>c</sup> lb.</b>   | CENTER CUT—FRESH <b>RIB PORK CHOPS</b>                      | <b>99<sup>c</sup> lb.</b> |
| FULLY COOKED <b>CENTER HAM SLICES</b>              | <b>\$1<sup>09</sup> lb.</b> | U.S.D.A. 'CHOICE' BEEF <b>RIB STEAKS</b>                    | <b>89<sup>c</sup> lb.</b> |
| U.S.D.A. 'CHOICE' BEEF—BONELESS <b>CHUCK ROAST</b> | <b>79<sup>c</sup> lb.</b>   | U.S.D.A. 'CHOICE' BEEF <b>CHUCK STEAK</b>                   | <b>48<sup>c</sup> lb.</b> |

SHANK PORTION

## FULLY COOKED HAMS

39<sup>c</sup> lb.

U.S.D.A. GRADE 'A' CHICKEN

## WHOLE BODY FRYERS

29<sup>c</sup> lb.

|   |                           |   |                             |
|---|---------------------------|---|-----------------------------|
| FRESH, GRAIN FED—LOIN CUT <b>PORK LOIN ROAST</b>              | <b>69<sup>c</sup> lb.</b> | U.S.D.A. 'Choice'—Genuine Spring Small <b>LOIN LAMB CHOPS</b> | <b>\$1<sup>65</sup> lb.</b> |
| U.S.D.A. INSPECTED CHICKEN—PAN READY <b>CUT-UP FRYERS</b>     | <b>35<sup>c</sup> lb.</b> | U.S.D.A. 'Choice'—Genuine Spring <b>LEG O' LAMB</b>           | <b>87<sup>c</sup> lb.</b>   |
| U.S.D.A. INSPECTED CHICKEN—WHOLE LEGS <b>FRYER PARTS</b>      | <b>49<sup>c</sup> lb.</b> | FARMER JOHN OR HORMEL SKINLESS 8-oz. <b>PORK SAUSAGE</b> pkg. | <b>29<sup>c</sup></b>       |
| U.S.D.A. GRADE 'A'—18-OZ. AVG. WEIGHT <b>CORNISH GAMEHENS</b> | <b>79<sup>c</sup> lb.</b> | LEAN, BONELESS CUBES <b>STEWING BEEF</b>                      | <b>79<sup>c</sup> lb.</b>   |
| FRESH SLICED <b>BEEF LIVER</b>                                | <b>69<sup>c</sup> lb.</b> | RATH BLACKHAWK 1-lb. <b>SLICED BACON</b> pkg.                 | <b>65<sup>c</sup></b>       |

FARMER STYLE—PORK

## SPARE RIBS

55<sup>c</sup> lb.

FRESH HOURLY

## GROUND BEEF

39<sup>c</sup> lb.

SLICED

## FARMER JOHN BACON

58<sup>c</sup>

1-LB. PKG.

|  |                           |  |                           |
|--|---------------------------|--|---------------------------|
| WESTERN <b>OYSTERS</b> 10-oz. jar                | <b>89<sup>c</sup></b>     | OCEAN FRESH <b>PERCH FILLET</b>                                    | <b>69<sup>c</sup> lb.</b> |
| U.S.D.A. 'CHOICE' BEEF—O-BONE <b>SWISS STEAK</b> | <b>69<sup>c</sup> lb.</b> | HORMEL—BROWN AND SERVE <b>Pork Sausage</b>                         | <b>59<sup>c</sup> lb.</b> |
| FROZEN—PLAIN OR BREADED <b>VEAL STEAKS</b>       | <b>69<sup>c</sup> lb.</b> | Frozen Armour Star—White Meat <b>Turkey Roast</b> 2-lb. 6-oz. pkg. | <b>\$3<sup>98</sup></b>   |
| FARMER JOHN POLISH <b>SAUSAGE</b>                | <b>69<sup>c</sup> lb.</b> | Frozen Armour Star—Dark Meat <b>Turkey Roast</b> 2-lb. 6-oz. pkg.  | <b>\$2<sup>98</sup></b>   |
|  |                           | CERTI-FRESH FROZEN <b>WHITING</b> 1 1/2-lb. pkg.                   | <b>53<sup>c</sup></b>     |

DISCOUNT LIQUORS

SAVE \$1.79

## SUNNYBROOK STRAIGHT KENTUCKY BOURBON

\$9<sup>99</sup>

REG. \$11.78

HALF GALLON

10%

OFF ON ALL MAGAZINES AND BOOKS

VINTAGE DATED WINE

## FRENCH BEAUJOLAIS

88<sup>c</sup>

IMPORTED FIFTH

SKOL EASTERN

## PREMIUM BEER

\$1<sup>69</sup>

CASE OF 24 12-OZ. CANS

DISCOUNT HEALTH & BEAUTY AIDS

DEODORANT

## 5-DAY ROLL-ON

74<sup>c</sup>

1.00 SIZE

LIQUID OR TABLETS

## PEPTO-BISMOL

79<sup>c</sup>

98c SIZE

TONI—14 SHADES

## INNOCENT HAIR COLOR

\$1<sup>92</sup>

2.25 SIZE

OILY, DRY OR NORMAL—PINT

## BRECK SHAMPOO

\$1<sup>39</sup>

1.89 SIZE