



WALTER E. HASKELL  
... commercial manager

### Gas Co. Manager Appointed

Walter E. Haskell has been named commercial manager of the Southern California Gas company's customers department here in the southwest division. It was announced today by Division Manager E. F. Hawkesworth.

Haskell is being promoted to replace W. G. H. Russell, 34-year veteran with the gas company, who retires this month. Haskell has been office supervisor in the customers department at the division's Greenville street office.

In making the announcement, Hawkesworth explained that Haskell will be in charge of all customers department functions in the Southwest Division, which includes Inglewood, Hawthorne, Torrance, El Segundo, Manhattan Beach, Hermosa Beach, Redondo Beach, Palos Verdes Estates, Rolling Hills, Lennox, Lawndale, Waverly, Lomita and Westchester.

The new commercial manager joined the utility in 1933 and has been in the customers department throughout his company career. He was appointed Office Supervisor in 1948.

## Mayfair SUPER MARKETS

290 HERMOSA AVE.

Says:

#### HATS OFF TO KUTMASTER!

You've never seen such an exciting offer as the wonderful new Kutmaster Cutlery set, complete with its rich, modern, blondwood Wall Rack which we're currently featuring.

When you take advantage of this offer you get seven useful, handsome, long-shining knives—a pot fork—and the beautiful, decorative wall rack all for just about one-third of their regular retail price.

But that low cost isn't all—look at the wonderful value features you get!



1. Modern blondwood wall rack. Keeps you from dangerous fumbling for knives in an open drawer. And it's a "must" for homes with little children—because it keeps those sharp shining knives high above little fingers. And any steel expert will tell you this wall rack will keep blades sharper—for longer.

2. Stainless steel blades. They're all of sturdy heavy gauge steel, all hollow ground—to take years of normal family punishment—and still stay sharp, shining, useful.

3. Handles of genuine Pakkawood birch. They're beautiful, and rich looking. But more important, they're guaranteed to hold that color and beauty for life. (Most knife handles fade within a year.) And important to your safety—Pakkawood won't absorb grease. (Most knives do, and that grease makes them slippery, and often dangerous.) Pakkawood doesn't stain. It resists acids. It even resists heat as high as 400°. (Want to prove it? Just lay a lighted cigarette on the Pakkawood handle, and see for yourself how it shrugs off heat.)

4. The 8-piece set consists of slicing knife, a steak knife, a french cook's knife, a butcher knife, a utility knife, a paring knife, a ham slicer—knives for every possible kitchen use. The set also includes a handy pot fork and, of course, the wall rack.

Here's how you can get this superb cutlery set: Each of the eight units of the Kutmaster set will be featured for one week at our stores. You can get one unit a week, at just a small fraction of what they would ordinarily cost you.

Don't miss this wonderful bargain. If you've missed the first two units, come in today—all stores still have a supply of knives left, and we've just received a huge shipment. Be sure to get all eight pieces.

# Mayfair Beef Specials

U.S.D.A. Graded Choice, Tender, Blade Cut

## CHUCK ROAST

Makes a wonderful pot roast



# 33¢

lb.

U.S.D.A. Graded Choice Beef Only

We want you to have perfect confidence in our meats, and we know the only way to create it is to give you the best and back it up with an unconditional guarantee... Therefore, you will find only U.S. Department of Agriculture graded "Choice" beef in our stores.



U.S.D.A. Graded Choice **SEVEN-BONE ROAST** 39¢ lb.

U.S.D.A. Graded Choice **ROUND-BONE ROAST** 43¢ lb.

or Swiss Steak U.S.D.A. Graded "Choice" 65¢ lb.

U.S.D.A. Graded "Choice" Lean and Flavorful 79¢ lb.

U.S.D.A. Graded "Choice" Boneless, Waste-Free \$1.29 lb.

U.S.D.A. Graded "Choice" Semi-Boneless 65¢ lb.

U.S.D.A. Graded "Choice" Short Cut, Waste-Free 69¢ lb.

## ROUND STEAK RIB STEAKS TOP SIRLOIN RUMP ROAST PRIME RIB ROAST

PORTERHOUSE, T-BONE or CLUB STEAKS  
U.S.D.A. Graded "Choice" Your Choice: **98¢** lb.

**FREEZER OWNERS... ATTENTION!**  
Ask for our special prices on beef quarters. There is no charge for cutting and freezer-wrapping.

WEST PAC FROZEN PEAS  
2 10-oz. Pkgs. 25¢

WEST PAC FROZEN FRENCH FRIES  
2 9-oz. Pkgs. 29¢

CAL-FAME, FROZEN STRAWBERRIES 10-oz. Pkg. 23¢

**DELICATESSEN**

CREAMY, MONTEREY **JACK CHEESE** 45¢ lb.

OSCAR MAYER **SMOKIE LINKS** All Meat 12-oz. Pkg. 49¢

SANDWICH SLICED **LOAF AMERICAN CHEESE** 49¢ lb.

Gerber's Baby Foods 6 4j-oz. Cans 49¢

Bab-O Cleanser 2 Reg. Cans 25¢ Giant Size 18¢

Calo Dog & Cat Food 3 1-lb. Cans 41¢

Peak Horsemeat 1-lb. Can 18¢

Strawberry Jam MARY ELLEN'S 20-oz. Jar 51¢

Mazola Oil Free Stretch Nylons With Labels from 2 Quarts Quart Bottle 62¢

Karo Green Label Syrup Quart Decanter 49¢

Carnation Chunk Tuna No. 1 Can 29¢

Advertised Prices Effective Thursday thru Sunday, October 13, 14, 15, 16

## Mayfair SUPER MARKETS

290 HERMOSA AVE. (IN THE REDONDO TRIANGLE)

Look at our exciting offer to you!

World-famous "Kutmaster Deluxe" CUTLERY SET

Get this regular \$19.70, 9-pc. Cutlery Set \$7.71 for only... Save \$11.99!

BUY ONE UNIT EVERY WEEK

Start your set today with this 12 1/2 in. serrated ROAST SLICER Reg. Price \$2.50 This Week Only **89¢**

2 Year Whittan Guarantee... BACKED BY KUTMASTER, ONE OF THE WORLD'S LARGEST CUTLERY MANUFACTURERS FREE REPLACEMENT IN OUR BOND

BEST FOODS **MAYONNAISE** Quart Jar 49¢

PRIORITY, CHUNK STYLE **LIGHT MEAT TUNA** No. 1/2 Can 17¢

PREMIUM **CREAM STYLE CORN** No. 303 Can 10¢

APPLE TIME **APPLE SAUCE** 10 303 Cans \$1

**LIQUORS** BETTY CROCKER'S 12-IN-1 BISQUICK MIX 40-oz. Pkg. 35¢

SNOW-FLAKE **SODA CRACKERS** 1-lb. Pkg. 19¢

KITCHEN-TESTED **GOLD MEDAL FLOUR** 5-lb. Pkg. 45¢

"RED MAGIC" FOR YOUR MEALS **HEINZ KETCHUP** 14-oz. Btl. 17¢

Waterford, Kentucky **STRAIGHT BOURBON** 6 Years Old 389 5th

Canada's Perfection **CANADIAN WHISKEY** Imported 5 Years Old 469 5th

**BOMBULA RUM** Imported Gold or White 283 5th

Zarofsky **VODKA** 80 Proof Try a Vodka Tonic 289 5th

SWEET, JUICY, VALENCIA **ORANGES** 5 -lb. Cello Bag 29¢

New Crop, Finest Zahidi **CALIF. DATES** 1-lb. Pkg. 19¢

## GRAPES

# 5¢

lb.

**WISH-BONE** ITALIAN SALAD DRESSING 8-oz. Bottle 39¢

Kold Brau, Premium **EASTERN BEER** 6 12-oz. Cans 79¢

Olde Homestead **SOFT DRINKS** 2 Quart Btls. 25¢

**RIALTO TOMATOES** 2 No. 21 Cans 25¢

**SHORTENING SPRY** 3-lb. Can 69¢

**DETERGENT SURF** Giant Pkg. 49¢

Sunshine **HYDROX COOKIES** 12-oz. Pkg. 39¢

Margarine 1-lb. Pkg. 27¢

NUCOA 1-lb. Pkg. 29¢

Mrs. Weber's **NOODLES** 12-oz. Pkg. 29¢

Tom Sawyer **PEANUT BUTTER** 12-oz. Jar 41¢

Tom Sawyer **POTATO CHIPS** 5-oz. Pkg. 29¢

3RD \$100,000 **LUCKY LEVER SWEEPSTAKES**

Redeem your coupons here!

**RINSO BLUE** Large Pkg. 31¢ Giant Size 72¢

**LUX LIQUID** 12-oz. Con 39¢ 22-oz. Con 66¢

**LUX FLAKES** Large Pkg. 31¢ Giant Size 63¢

**LUX SOAP** 3 Reg. Bars 25¢ 2 20-oz. Bars 25¢

**LIPTON TEA** THE DRISK TEA 1/2 lb. Bulk 83¢

**LIPTON TEA BAGS** THE DRISK TEA 48-ct. Bags 67¢