In charge of the opening celebration, which also includes free rides and entertainment throughout the three days, is Lee Parker, Mayfair's assistant manager for San Diego County.

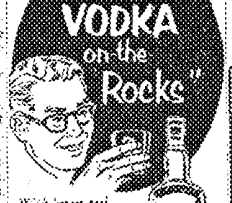
Manager of the new store, which houses 40,000 square feet of shopping area, is Robert K. Gray. Department heads include Rick and Schneider, meat; Arnold Wallace, produce; Dick Vermillion, grocery; Theodore Roberts, drugs, and Beem Irvin, fountain.

11 TROUBLE LOADS

A total of 11 double trailer loads of merchandise were hauled to the new market from Mayfair warehouses in Los Angeles and San Diego in preparation for the opening, and members of the merchandising staff report hundreds of items, groceries and other items were purchased locally.

Within the store this assortment of merchandise is displayed in a dozen separate departments, the largest of which is the grocery section occupying nearly 6000 square feet at the west end of the building.

Meats, frozen foods and general



With lemon peel

So smooth it leaves you breathless

Smirnoff
the greatest name in VODKA

80 proof. Made from fine U.S. grain. Smirnoff Sales Incorporated, New York, Hartford, Los Angeles, San Diego, Chicago, Detroit, Toledo, Peoria, Kansas City, Mo.

Seed ...For Ranch and Garden





FALL BULBS
For Spring Bloom

Plant best quality bulbs for the most beautiful gardens

King Alfred Daffodil
Mrs. E. H. Krelage
John Evelyn
Firetail
Watsonias
Freesias
Ixeous

ALSO

Plant These SEEDS Now!

FLOWERS

AFRICAN DAISY	CANDYTUFT
AGERATUM	CLARKIA
ALYSSUM	COREOPSIS
BALLOON VINE	CYPRESS VINE
CALENDULA	DIANTHUS
CALLIOPSIS	GAILLARDIA
CANDYTUFT	GODETIA
CLARKIA	LARKSPUR
COSMOS	LUPINUS
CYPRESS VINE	MARIGOLD
DIANTHUS	NEMOPHILA
GAILLARDIA	PETUNIA
GODETIA	PHLOX
LARKSPUR	PORTULACA
LUPINUS	SCABIOSA
MARIGOLD	SNAPDRAGON
NEMOPHILA	STOCK
PETUNIA	SWEET PEAS
PHLOX	SUNFLOWERS
PORTULACA	
SCABIOSA	
SNAPDRAGON	
STOCK	
SWEET PEAS	
SUNFLOWERS	

VEGETABLES

BEET	ENDIVE	PEAS
BROCCOLI	LETTUCE	RADISH
CABBAGE	ONION	SPINACH
CARROT	PARSLEY	TURNIP

BOTANO dusting powder

An all-purpose insecticide-fungicide dust to protect your growing plants. Also effective in protecting bulbs from soil insects and diseases. Use at time of planting.

8-oz. Duster 95c

KRILIUM



The Miracle Soil Conditioner

Pound for pound, Krilium is the most effective soil conditioner on the market today. Produces excellent soil structure 8 to 9 in. deep.

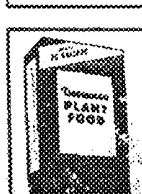
Handy 1-lb. size ... $1.89
5-lb. package ... $8.95

Lawn Seed

★ PARK GREEN
Can take lots of abuse. Lb. ... 85c

★ GOLDEN WEST
Reasonably blue grass and fescue. Does not crowd into rye grass. Lb. ... $1.25

★ EMERALAWN
For a lasting turf of fine bladed grass. Lb. ... $1.40

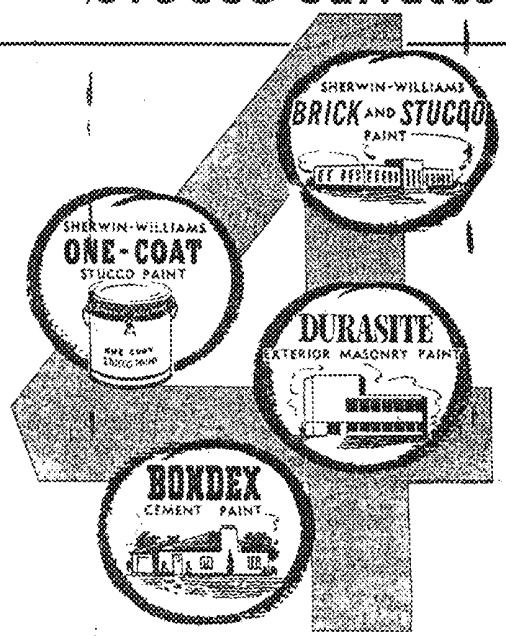


DESCANSO Plant Food

1-lb. package of Descanso, the MIRACLE WORKING FERTILIZER makes up to 75 gals. of liquid solution. 1-lb. package is equivalent to plant food value to 20 sacks of steer manure.

1-lb. pkg. ... 75c

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Product is successful on all STUCCO Surfaces



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To assure the correct product for your STUCCO home, or building, it is necessary for us to carry four different types of STUCCO finishes—Each is TOPS in its field. Products of nationally prominent manufacturers and thoroughly tested on millions of jobs under all weather conditions.

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1—Age of stucco. 2—Porosity. 3—Hardness of trowelling. 4—Type of previous paint. 5—Moisture condition in walls. 6—Condition at foundation line. 7—Condition and cause of cracks. 8—Condition of the top of fire wall. 9—Condition existing under roof overhang. 10—Ultimate color desired. ★ Preparation and types of sealers are also important considerations before painting stucco surfaces.

FRAZEE'S

BROADWAY AT TENTH . . . Downtown
2881 UNIVERSITY AVE. . . . North Park

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