

Mayfair Market Photograph Collection

Collection ID: MS.016

Collection Information

Inclusive dates: 1940–1960

Size: 1 box, .25 linear ft.

Processed: 3/19, by Ana Corral

Scope and Content

This is collection of 17 cardboard photographs detailing what a grocery store was like in the 1940s-1960s. This Mayfair Market was located on 5075 Federal Boulevard, San Diego, California, 92102. The collection includes photographs that depict scenes of families shopping in the food aisle, the back-loading area, the storefront with empty carts and customers, stock boys stocking shelves, butchers handling meat, and a National Rambler being sold out in the front of the store. The back of each photograph contains a set of teaching questions that refer back to the grocery scene and a withdraw stamp over the number X3909, demonstrating that the photographs were previous teaching materials available with the public library that have been withdrawn from circulation.

Container List

| Box | File | Contents | Dates |
|-----|------|---|-------------|
| 1 | 1 | Series 1, Photographs | 1940s–1960s |
| | | Number, Title, (number of photos), size | |
| | | No. 1, Shopping for Ice Cream (1) | |
| | | No. 2, Family in the Food Aisle (1) | |
| | | No. 4, Check Out Section (1) | |
| | | No. 6, Empty Carts at the Front of the Store (1) | |
| | | No. 8, Grocery Shelves Overview (1) | |
| | | No. 9, Stock Boy Stocking Welch's Grape Juice (1), vertical | |
| | | No. 11, Butcher Slices Meat (1) | |
| | | No. 12, Butcher Naming and Organizing Meat Packages (1) | |
| | | No. 13, Stock Person Arranging Meat Packages (1) | |
| | | No. 14, Butchers Behind Counter Greeting Guests (1) | |
| | | No. 15, Butchers Chopping the Meat (1) | |
| | | No. 16, Butcher Handling Meat (1) | |
| | | No. 17, Customer Selecting Fruit (1) | |
| | | No. 18, Customer Weighing a Pineapple (1), vertical | |
| | | No. 20, Grocer Putting Vegetables on Display (1) | |
| | | No. 21, Inside of the Loading Area (1) | |
| | | No. 22, Back End of Mayfair Loading Area (1) | |
| | | No. 23, Mayfair Market Truck Unloading (1) | |
| | | No. 24, Up Close Shot of Mayfair Storefront (1) | |
| | | No. 25, Mayfair Market Storefront (1) | |

| Box | File | Contents | Dates |
|-----|------|--|-------|
| | | No. 26, Stock Boys Unloading Truck (1) | |

Item Descriptions

| Name | Description |
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| No. 1, Shopping for Ice Cream (1) | This photograph depicts a mother and child browsing the ice cream items in the frozen food aisle. The back of the photograph has the following questions printed: Where is the ice cream kept? Why? How is the freezer controlled? Why should the child be seat? |
| No. 2, Family in the Food Aisle (1) | This photograph depicts a family placing items into their cart in the dried goods aisle. Different sizes of shelving are presented. The back of the photograph has the following questions printed: Why are the sections numbered? Why are all the breakfast foods placed in one section? Why are the aisles kept free from boxes and other things? Who replaces foods on the shelves? |
| No. 4, Check Out Section (1) | This photograph depicts an empty checkout section with the circular conveyor belt and cigarette display. In the background there is a film developing station, a scale, and a cash register. The back of the photograph has the following questions printed: What is this section called? Who works here? What is the job of the checker? How is the round section used? Where is the money kept? Why does the checker say the cost as she presses the amount on the cash register? Is the scale necessary here? Why? |
| No. 6, Empty Carts at the Front of the Store (1) | This photograph depicts the entrance to the store, with empty carts in the front and customers entering the store beneath hanging advertisements. The back of the photograph has the following questions printed: Why are empty carts placed near the front of the store? Where will the little girl ride? Why are carts provided? Are the carts ever taken outside? When? |
| No. 8, Grocery Shelves Overview (1) | This photograph depicts an elevated overview of the market aisles and includes item numbers, labels, decorations and a large sign for Philip Norman Bandwagon Week on the KNX radio station. The back of the photograph has the following questions printed: In what section would you find these items? Eggs, cans of peaches, fresh oranges, bar of soap, tooth paste, napkins. Are there many different sections? What is the largest section number that you can find? |

| Name | Description |
|---|---|
| No. 9, Stock Boy Stocking Welch's Grape Juice (1), vertical | This vertical photograph depicts a stock boy pricing and stocking Welch's Grape Juice on shelves and. He has a feather duster in his back pocket and each item has a number affixed to the row it is on. The back of the photograph has the following questions printed: What is this worker doing? Who stamps the price in each article? How were these large boxes transported to the interior of the store? Why is it necessary to keep the shelves well stocked? |
| No. 11, Butcher Slices Meat (1) | This photograph depicts a butcher weighing and slicing deli meats with an industrial slicer. The back of the photograph has the following questions printed: Notice how clean this worker looks. Why should she always be clean? Why do you think she wears a hair net? This machine is a meat slicer. What does it do? What makes it go? Why is it necessary to be able to set it to cut meat at different thicknesses? |
| No. 12, Butcher Naming and Organizing Meat Packages (1) | This photograph depicts two butchers labeling packaged meat slices at a weighing station. The back of the photograph has the following questions printed: What is this worker doing? How does she use the scale? Pen? Why are all the packages placed on a cart? Where will this load be taken? Why is transparent paper used in wrapping meat? Why are slices of lemon and sprigs of parsley placed in some packages? |
| No. 13, Stock Person Arranging Meat Packages (1) | This photograph depicts an employee arranging meat packets in the meat aisle. There are meat baskets containing non-refrigerated items above the cooler. The back of the photograph has the following questions printed: Are all meats refrigerated? Are canned meats refrigerated? Why or why not? |
| No. 14, Butchers Behind Counter Greeting Guests (1) | This photograph depicts the butcher counter with lettering saying "Trimmed", "Meats", and "guaranteed tender". There are two customers waiting at the counter while two butchers behind the counter attend to them. What is meant by guaranteed tender? Why is this woman waiting? Why isn't this boy riding in the cart? |

| Name | Description |
|---|--|
| No. 15, Butchers Chopping the Meat (1) | This photograph depicts two butchers at work slicing and handling meat while surrounded by meat carcasses hung on hooks. The slicers are called "Butcher Boy". The back of the photograph has the following questions printed: What are these pieces of equipment called? What is the man in the back using? Do you think the knives are kept sharp? Why? Are children allowed near saws and knives? Why not? How is the meat brought to these men? Where has the meat been kept? Where will it be placed next? Why? |
| No. 16, Butcher Handling Meat (1) | This photograph depicts a butcher looking at slabs of meat hung from hooks in what appears to be a refrigerated room. The back of the photograph has the following questions printed: Why are there so many wheels? What has to be done to this meat now? Is this room cooled? What animals are butchered for their meat? Would this man be able to work in this room for a long time? Why or why not? |
| No. 17, Customer Selecting Fruit (1) | This photograph depicts a broad scene of the fruit and vegetable aisles of the Mayfair Market. There are a few blurred customers including a man with a cap putting fruit into a brown paper bag and various scales for measuring. The back of the photograph has the following questions printed: Why are scales handy? Are the fruits and vegetables weighed again? Where? Where are the sacks kept? Why? Are fruits and vegetables refrigerated? Why or why not? |
| No. 18, Customer Weighing a Pineapple (1), vertical | This vertical photograph depicts a customer weighing a pineapple in a brown bag on a Shtallon scale. The back of the photograph has the following questions printed: How much does this pineapple weigh? How many pounds can be weighed on this scale? What does ½ mean? Are scales ever checked? Why? By whom? |
| No. 20, Grocer Putting Vegetables on Display (1) | This photograph depicts an employing putting potatoes on display in the vegetable aisle. Various types of vegetables are depicted including current prices at the time. The back of the photograph has the following questions printed: What do we mean by fresh fruits and vegetables? Name some fruits. Vegetables? When fruits and vegetables are delivered to the store they are not ready for customers. What has to be done to them? Where is the trimming done? What happens to the waste? |

| Name | Description |
|---|---|
| No. 21, Inside of the Loading Area (1) | <p>This photograph depicts what the inside of the loading area of the store looks like. There are boxes of Kraft and Camel piled up and a stock boy moving around other boxes. The back of the photograph has the following questions printed:</p> <p>Where are the cartons stored? How are the cartons transported in the store? How were they brought to the store? Why is a ramp better than steps? How could a conveyer be used?</p> |
| No. 22, Back End of Mayfair Loading Area (1) | <p>This photograph depicts another angle of the back end of the store. The store motto, "you always get more for your money at" is listed in front of the store name. There is bakery car, an ice cream truck, and a commercial truck pictured. The back of the photograph has the following questions printed:</p> <p>How are foods delivered to the store? What do we mean by wholesale? Do foods at wholesale cost as much as the customer pays? Why aren't wholesale foods as expensive? Why can't the customers park in this area?</p> |
| No. 23, Mayfair Market Truck Unloading (1) | <p>This photograph depicts a large commercial truck being unloaded at the back of the store while several employees watch. The truck has a commercial California license plate number E40077. The back of the photograph has the following questions printed:</p> <p>What type of truck is this? From where might it have come? How often do you think groceries were delivered to the store? Do you think this truck might bring supplies for more than one store?</p> |
| No. 24, Up Close Shot of Mayfair Storefront (1) | <p>This photograph depicts a close-up of the Mayfair storefront and includes the address, 5075 Federal Blvd. Customers are picoted walking in and out of the store and there are children's rides in front of the store, behind which there are advertisements on the windows for bargains and various grocery items. To the left there are two telephone booths pictured. The back of the photograph has the following questions printed:</p> <p>Why are some carts outside of the building? How much does it cost to use the telephone? How do the doors of the store open and close? Are dogs allowed in the store? Why not?</p> |

| Name | Description |
|--|--|
| No. 25, Mayfair Market Storefront (1) | <p>This photograph depicts the Mayfair storefront with customer vehicles parked and advertisements on the windows. On the right side, a National Rambler is on display and for sale. The back of the photograph has the following questions printed:</p> <p>Why are foods sometimes advertised on the outside of the building? Where else can you find ads? Why do grocers advertise? Why is it necessary to have a large parking area? How is this area kept clean? Can you help keep it clean?</p> |
| No. 26, Stock Boys Unloading Truck (1) | <p>The photograph depicts stock boys unloading the truck and includes brands such as Chuckles, CURTISS, and Viceroy. The back of the photograph has the following questions printed:</p> <p>What are these men doing? What type of truck is this? Are many different items carried on this truck? How does this hand truck help the men? Do you think these cartons are heavy?</p> |