

**ROTHS MARKETS** Featuring.....



**PIE CRUST MIX**

And the right amount in a package for a Double Crust—Without stamping.  
Have the Season's Favorite Pie Today With the Crust Made from **ROTH'S EASY TO USE MIX**  
Modern and Up-to-Date Premium Offer Now Open  
Get the Best Announcement Form at the Sales Staff

*Jack's*

**POULTRY**

IS FEATURED AT

**ROTHS MARKET**



**UP THEY COME...** Cartons, packages and boxes by the thousands find their way to the huge upstairs storeroom in Roth's Market via this automatic conveyor. A metal slide carries goods to the ground floor where stacks on salesmen shelves need restocking.—Herald photo.

BE SURE TO CHECK OVER THE DAY-BY-DAY STAPLES — AT —

**ROTHS MARKETS**

IN THE PREPARED FLOUR SECTION YOU'LL FIND **Mima's Pie Crust Mix**  
A Mix for Your **PIE CRUST — SHORTCAKE — TARTS — PATTY SHELLS COBBLERS and TURNOVERS**  
**MIMA'S Brand is an Everyday Special!**

**Experts Select Produce Daily**

At Roth's newest market, which opened here this week, the Fresh Fruit and Vegetable departments are employing the latest scientific techniques in the handling of produce.

Expert buyers of the important departments show up at the produce markets early in the morning and purchase hours' worth of vegetables and fruit for the day. Shipped to the market here, the produce is segregated by type for thorough washing and cooling.

By the time the store opens in the morning, the farm fresh celery, lettuce and other produce has been packaged or tied into bunches, according to the product.

After careful inspection for quality, cleanliness and ripeness, the fruits and vegetables are placed in the modern display cases for the shoppers' selection.

Throughout the entire process, Roth's managers strive to offer daily a selection of produce that is "right off the farm."



**NO GUESSING...** Store Manager C. J. Bohannon uses an automatic sliding device to mark each and every piece of merchandise displayed on Roth's Market shelves. Thrifty-minded shoppers need only to look at the top of these cans to note price. Prices are also displayed in easy-to-read letters on the shelves under each product.—Herald photo.

**SALSADE CORN CAKES**

For sausage corn cakes, combine browned bulk pork sausage in a frying pan with whole kernel corn. Make a thick batter and stir the corn and meat mixture into it. Add about two tablespoons of lard or drippings to the pan in which the sausage was cooked, then drop the mixture by spoonfuls into the hot drippings and brown the cakes on both sides.

**COATED FRANKS**

Here's one for youngsters of Roth's Market. Place frankfurters on mustard-spread slices of bread, roll, fasten with toothpicks and heat in your broiler until bread is toasted.

*Maries*  
**BELL BRAND**  
**CORN CHIPS**  
Amazingly good!  
**15c**

*Because it's—*  
**"COFFEE, AS YOU LIKE IT!"**  
**Breakfast Club**  
**COFFEE**

Congratulations  
**To ROTH'S**  
From  
**GLORIETTA**  
**TOMATO ASPIC**



**"Company" Salad**  
in 15 seconds  
with **Glorietta**  
READY-TO-SERVE  
**Tomato Aspic**

nothing to cook—nothing to add!  
Just open the can!  
Sliced  
serve!  
Ruby red... firm... delicious...  
1 can serves 4 to 8  
...at your Grocer  
MADE FROM GLORIETTA TOMATO JUICE

always Fresh  
'n  
Crispy Good...  
at  
**ROTHS TORRANCE**

Best Wishes For Success  
to  
**ROTHS NEW MARKET**  
**STAR ★ FISHERY**  
MUNICIPAL FISH WHARF  
SAN PEDRO

**LYNDEN**  
**Sliced Chicken**  
NO WASTE  
NO WORK  
**65c**

**Dr. Ross**  
A COMPLETE Well-Balanced FEEDING!  
Check full of vitamins and minerals... pre-cooked with flavor isolated Vitamins and mineral enriched.  
1006—CAT FOOD  
THE WEST'S FAVORITE CANNED DOG FOOD

**ROTHS MARKETS**  
Carry a Complete Line of  
**BORDEN'S PRODUCTS**

**WHY NALLEY'S IS THE BEST BEEF STEW YOU EVER TASTED**

NOW AT ROTH'S SUPER MARKET  
**WILSHIRE CLUB Beverages**  
Try Delicious New  
**CREME-O-COCO**  
(Chocolate—America's Favorite Flavor)

**CHOICE LEAN BEEF**  
**GARDEN FRESH VEGETABLES**  
**CHEF BLENDED GRAVY**

Best Wishes For Your Grand Opening  
**ROTHS MARKET**  
**QUICK CHICK**  
**POULTRY COMPANY, INC.**  
"Fine Chix"

**Good Luck!**  
TO THE NEW  
**ROTHS MARKET**  
**MODERN MEAT PACKING CO.**

**EXTRA LONG-SIMMERING TO COOK THE FLAVOR THRU!**  
One taste and you'll know you have the four-minute answer to hour-long cooking of homemade stew. Your whole family will love it! At your grocer's now.

**TRY BEEF STEW AND BISCUITS**  
Use prepared biscuit mix for dough. Roll out and cut into biscuits. Put Nalley's Beef Stew in casserole, topped with biscuits. Bake in 400° oven until biscuits are done.  
**NALLEY'S BEEF STEW**