



**LARGE VARIETY . . .** A wide variety even among name brands is a policy to which Roth's Markets adhere when stocking their shelves. Henry Martinez, a clerk at the huge modern supermarket, stocks this category shelf with nine varieties of the food seasoning. Note the variety of baking mixes displayed below.

**SPREAD IT ON**

Try braunschweiger for sandwiches suggests Roth's Market meat-preparing counselor. Mash this ready-to-serve meat and mix with finely chopped celery and green olives. Moisten with mayonnaise and spread on rye bread.

**HOME at 5:30.. DINNER by 6!**

with **Kold Kist**

**Kold Kist**  
FROZEN COOKED FOODS

- SIRLOIN TIPS AND MUSHROOMS
- BEEF STEW
- CREAMED CHICKEN
- CHILI CON CARNE AND BEANS
- CHICKEN OR PORK CHOP SUEY
- BEEF STEAKS
- INDIVIDUAL CHICKEN PIES

IN THE FROZEN FOODS DEPT. AT YOUR FAVORITE MARKET

**Willapoint**

**OYSTERS**

At Last! A Canned Oyster That cannot be told from a fresh Oyster. Revolutionary blanching process makes these oysters cook and taste just like fresh oysters.

**ENERGY PLUS!**

School Lunches..Snacks..Parties

**Fritos**

TRULY \* KRISP \* AND \* TENDER \* Golden Chips of Corn

**Fritos**

... ENJOYED COAST TO COAST!

**OSCAR MAYER'S GREAT NEW 'SACK O' SAUCE in a CAN O' MEAT'**

for quick meat meals with rich Fresh-Cooked Flavor!



ORDER THESE NEW SUMMER FAVORITES NOW

FINE MEATS **Oscar Mayer** SINCE 1883

OSCAR MAYER & CO., GENERAL OFFICES, CHICAGO, ILL.



**CHEAPER BY THE DOZEN . . .** When Roth's Market buyers purchase merchandise for their shelves the buying is done in huge quantities. This permits the management to buy at discounted prices. The saving is then passed on to customers who have found Roth's prices to be competitive with any in the entire Southland.—Herald photo.

**COLD MEAT DRESSINGS**  
Provide a set of dressings for your cold meat platter suggests Roth's Market butchers. Simply start with mayonnaise, then add horseradish, chives, olives, parsley or chopped hard-cooked egg.

Best Wishes to **ROTHS MARKET**

**SUEDE**

Strong and Pure **SUEDE** Tissue

IMPROVED TOP EXTRA STRENGTH

Best Wishes to **ROTHS**

**KAUPUNA KLUP**

Tops for salads

**Laura Scudder's**

**PURE MAYONNAISE**

35c Pt. --- 65c Qt.

**KNOCK OUT YOUR WASH-DAY TROUBLES**

BOO-HOO! AFTER ALL THE MONEY I SPENT ON MY NEW WASHER MY CLOTHES LOOK JUST TERRIBLE.

MRS. JONES, PLEASE TELL ME HOW I CAN GET MY CLOTHES AS CLEAN AND WHITE AS YOURS?

THE TROUBLE ISN'T WITH YOUR WASHER, DEAR YOU'RE USING A SOAP SUBSTITUTE INSTEAD OF REAL SOAP

SEE HOW SOFT, SWEET, AND CLEAN THIS BATH TOWEL IS NOW?.. IT WAS ALL GREY AND STIFF BEFORE I LEARNED ABOUT WHITE KING'S

1-2 THAT SOUNDS SO EASY - TELL ME ABOUT IT.

**WHITE KING'S**

**1-2**

A MIRACLE FOR YOU

**1** SOFTEN the Water in your Washing Machine with **WHITE KING WATER SOFTENER**

**WHITE KING WATER SOFTENER**

A SOAP SAVER AND CLEANER

This also helps get rid of chemicals, spots, & stains soap substitutes have left in your clothes.

**2** THEN... wash as usual BUT use **WHITE KING SOAP** instead of a soap substitute ... use enough **WHITE KING** to give you a good 2 inches of standing suds

**WHITE KING**

GIANT SIZE

QUICK DISSOLVING **SOAP**

"IT TAKES"

**WARNING!** Some clothes are so gray and stained from the use of soap substitutes and synthetic detergents that they need to be reconditioned, and we recommend a special washing as follows: Put clothes through one wash period, using 1 to 1½ measur-

ing cups of White King Water Softener according to the capacity of your washer... but use no soap. Wring clothes from this water. Then wash again, using both White King Water Softener and White King Soap according to the "1-2" method given above.

**WHITE KING'S 1-2 MAKES CLOTHES LIKE NEW!**