

# Huge Lot, Many Entrances Make Parking Easy



**AMPLE PARKING . . .** Realizing the need for ample free parking close to their market, the management of Roths new supermart have acquired this huge parking area to the rear of the store, 1321 Post avenue. With

black-top paving, striped parking spaces, and several entrances, the area affords easy access from five different directions thus minimizing traffic congestion.—Herald photo.

## Aids Shoppers

Shoppers taking advantage of the large selection of items in the new Roth's supermarket here marveled at the check-out system during the sneak preview

## Check-Out Plan

Tuesday and yesterday of this week. A bank of check-out stands flank one side of the huge shopping area and extend from the

front entrance to the meat market.

Roth's trained cashiers are employed at the market to facilitate the purchase of items selected from the shelves and cases of the new store.

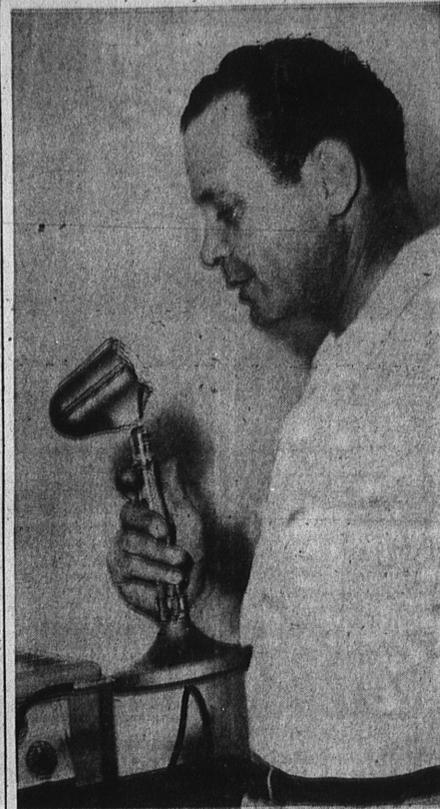
After checking out the pur-

chases, the customer is then a short distance from either the front entrance of the store or the alley entrance which leads out onto the huge parking area in the rear.

Designers of the market have tried to make shopping an easy,

pleasant experience for the housewife, and they have successfully eliminated much of the tediousness usually connected with a Saturday shopping tour.

**RAILROADS BUSY**  
Railroads of India carried 1,180,000,000 passengers during 1949.



**SHOPPER'S AID . . .** Supervisor Morris Schwartz tests the store-wide public address system used to return small tots to their lost mothers and to serve the shoppers in other ways. An electric turntable can be used to pipe music to loud speakers in the store.—Herald photo.

**WOOL USER**  
The U. S. is the largest user of apparel wools in the world consuming a billion pounds annually, three-fourths imported.

**SUGAR PLentiful**  
Sugar is found in almost every kind of food.

As Featured In  
All ROTH'S MARKETS



Congratulations to ROTH'S

**OCOMA FOODS CO.**  
SINCE 1869



**Dress Up Your Salads**  
WIFE

**Milani's 1899 FRENCH DRESSING** 30c

**A NEW TASTE TREASURE**

## Shoppers Get

Greatest care is taken in the selection, preparation, and packaging of meats to be sold in the new market, according to representatives of Roth's.

Of primary importance is the selection of the proper meat to put into the store. Only the prime steers and other meats are selected at premium prices to assure Roth's customers of getting the choicest available product, officials say.

After selecting the choicest

## Tops in Meat

meats available, the proper handling, cutting, and packaging add to the assurance that the best available meat buys are offered to Roth's customers.

As Featured In  
All ROTH'S MARKETS

The **NEW!** Swift's Cleanser offers you this \$2.00 Value

**Swift's Cleanser** 2 for 24c

**CHARRO CHARCOAL**  
ALL SIZES

**FOR HOME BARBECUE**

INTENSE HEAT — DELICIOUS FLAVOR

Packed in Clean 5, 10 and 20-lb. Cartons

By GIAMBASTIANI Fuel & Supply Co.

As Featured In  
All ROTH'S MARKETS

**Swift's PEANUT BUTTER** 33c

As Featured In  
All ROTH'S MARKETS

**NUTRITIONAL CORRECTOR** 2 half cans 25c

As Featured In  
All ROTH'S MARKETS

**CORNED BEEF** SWIFT'S PREMIUM

As Featured In  
All ROTH'S MARKETS

**Copper-plated Skillet** only 50c

**We Congratulate ROTH'S NEW MARKET in Torrance**

**B & M MEATS**

**RATH'S "BLACKHAWK" CANNED MEAT PRODUCTS**

IN THE DELICATESSEN **ROTHS**

**Contadina TOMATO PASTE**

Saves Money **3 Cans**  
Goes Further **25c**  
Tastes Better

**Package Specialties**

Offered You by . . .

**ROTHS MARKETS**

You'll Be Pleased to Get the Best in Variety of **COFFEE FILTERS—Use Filters for Better Coffee!**

**CAKE and COOKIE DECORATIONS**

**IMPORTED DRIED MUSHROOMS**

Prepare Them as You Need Them

**SWEET GARLIC BUDS**

There are many other specialty spices and flavor-giving aids to choose from—Keep them on hand for rush occasions.

**SELECTED MERCHANDISE—CONVENIENTLY PACKED**

**LASCO Brand**

Spiced Cut Herring adds that old Country Flavor at snack time or any time!

**LASCO BRAND** Spiced Cut Herring

FOR OVER 25 YEARS!

**Lasco Brand Means Finest Quality SMOKED & SPICED FISH**

GIVE YOUR MEALS—

**the IRIS touch**

**IRIS** touch

207 VARIETIES OF IRIS FINE FOODS!

**GOOD LUCK and BEST WISHES**

to

**ROTHS NEW MARKET**

**Swift's Jewel SHORTENING**

**The Children's Favorite**

**CHARBONNEAU TREE TOP APPLE JUICE**

**Congratulates**

**Roths New Market**

In Torrance

PRESSED FROM THE BEST WASHINGTON STATE APPLES

**Congratulations TO ROTH'S NEW MARKET**

NO PURER SOAP WAS EVER MADE

**Chiffon**

QUICK—GENTLE—KIND to your hands

**SPECIAL FOR THE GRAND OPENING**

**CHIFFON**

Large Size	.27c
Reg. Size	.01c
	<b>.28c</b>
<b>FREE COUPON</b>	<b>.10c</b>
To Be Given Out At the Store	
<b>You Pay Only . . . . .</b>	<b>.18c</b>