

STOP-SHOP-SAVE at ROTHS! STOP-SHOP-SAVE at ROTHS! STOP-SHOP-SAVE at ROTHS! STOP-SHOP-SAVE at ROTHS!

*Just the facts
Ma'am!*



**HOW TO
EAT BETTER
FOR
LESS MONEY**

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ROTHS FINEST FRESH PRODUCE

TOMATOES
THE BEST BUY IN TOWN!
EXTRA FANCY LUSCIOUS — RED SOLID — RIPE PERFECT FOR SLICING
13-Oz. Cello Package **17^c** Pkg.

EXTRA FANCY FLORIDA **CUCUMBERS**
EXTRA FANCY LARGE — JUICY **LEMONS** 10^c lb.
TENDER LEAF, CELLO PKG. **SPINACH** PER BAG **8^c**

THE STORY you are about to read is TRUE . . . the PRICES have been CHANGED to protect your pocket-book. This is the CASE of groceries and other food products. My name is THURSDAY (the beginning of weekend specials) My job is to uncover specials and bring them to TRIAL on your dining room table. Carefully check the FACTS on this page. You too will agree: "It's a crime if you are not shopping at your neighborhood Roths Market."

RANCH FRESH GRADE "A" MEDIUM **EGGS 39^c**
DOZEN IN CARTON

Granulated Soap
WHITE KING
49^c
GIANT PKG.

VIKING
COFFEE
65^c
POUND

ROTHS FINEST Delicatessen
KRAFT CHEESE FOOD **VELVEETA** box 2 lb. **69^c**
MANHATTAN BRAND MIDGET **BOLOGNA** 39^c lb.
OSCAR MAYER READY TO EAT Smoked Pork **SHOULDER** 4 lb. can **\$2.59^{ea.}**

PILLSBURY
Pie Crust Mix
15^c 9 oz. pkg.

PRIVATE "EYE-FULL"

These specials were "detected" by private housewives operating in this area. For an "eye-witness" account of "grand" savings, exhibit "A"; your register receipt at any Roths Market.

PILLSBURY—17 OZ. PKG. **CAKE MIX** **29^c**
DONALD DUCK—46 OZ. CAN **Orange Juice** **25^c**
WILSON'S—12 OZ. CAN **Chopped Beef** **27^c**

ALLAN, CUT—NO. 303 CAN **Green Beans**
MARLO—24 OZ. CAN **BEEF STEW**
ARCHWAY—NO. 2 1/2 CAN **FRUIT MIX**

CAMAY SOAP 3 reg. 23^c
CAMAY SOAP 2 bath 23^c
CHEER lge. 29^c
DREFT lge. 29^c

D U Z lge. 29^c
IVORY SOAP PERSONAL 4 for 21^c
IVORY SOAP 3 med. 23^c
IVORY SOAP 2 lge. 27^c

IVORY FLAKES lge. 29^c
JOY LIQUID lge. 29^c
LAVA SOAP 2 reg. 21^c
SPIC N' SPAN reg. 24^c

TIDE lge. 29^c
OXYDOL lge. 29^c
CRISCO 3 lb. can 88^c
MARGARINE PARKAY 1 lb. pkg. 27^c

LIPTON'S BLACK TEA 1/4 lb. 43^c
LIPTON'S TEA BAGS 16 count 25^c
BLEACH CLOROX 29^c 1/2 GAL.

ROTHS FINEST **WINES and LIQUORS**
Schmidts City Club **EASTERN BEER** 2 12-oz. Cans **27^c**
BORIS SEROV — 80 Proof VODKA Full Fifth **\$2.69**
HOUSE OF ROTH — 90 Proof DRY GIN Full Fifth **\$2.99**
ROMA ESTATE CALIFORNIA SWEET WINE Full Fifth **63^c**

Heinz Strained **3** jars **29^c**
Heinz, Pint **CIDER VINEGAR** **16^c**
Heinz, 16 oz. can **BAKED BEANS** **18^c**
Mother's 11 1/2 oz. pkg. **P-Nut Butter SANDWICH COOKIES** **33^c**
Nabisco, 1 lb. **GRAHAMS** **31^c**
Reg. pkg. **BLUE WHITE FLAKES** **9^c**
Pint Bottle **MAZOLA OIL** **33^c**
Quart Bottle **BOBRICKS AMONIA** **22^c**
1 lb. pkg. **BOBRICKS AMONIA** **33^c**
12 oz. pkg. **LIMIT STARCH** **13^c**

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