

BUYS!

CHICKEN!

AT THIS LOW SALE PRICE
Whole Body



35¢ & STOCK UP!

LB.

STEW MEAT
BONELESS
69¢^{lb}

GROUND ROUND
69¢^{lb}

GROUND CHUCK
49¢^{lb}

Ground Beef
FRESH!
33¢^{lb}

TURKEYS
Eviscerated Young Tender

TOMS 37¢^{lb}
NS 45¢^{lb}

BACON
Roths Imperial Sliced

BETTER
GRAB 'EM
FAST AT
THIS LOW
PRICE!
59¢^{lb}
Grade "A"

COLD CUTS

QUALITY ALL BEEF LARGE
Bologna
35¢^{lb}
By the Piece

Full Cream Oregon
CHEDDAR CHEESE
49¢^{lb}

3 for \$1
25¢

OLD TAVERN Strawberry Preserves 29¢

FROZEN FOOD

CAL-FAME FROZEN STRAWBERRIES 15¢

HI-WEST FROZEN PEAS 10¢

SWEET PICKIN FROZEN CORN 10¢

Treesweet Orange Juice 2 for 27¢

Pulici Spaghetti Dinners 45¢

Morenos Beef Enchiladas 45¢

Morenos Beef Tacos 45¢

Morenos Cheese Enchiladas 35¢

County Fair Asst. Fruit Pies 8 for \$1

Roths

April 11-12 13-14

SUPER FOOD MARKETS

109 S. Hawthorne Blvd., Hawthorne
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810 E. Manchester, L.A. — 18221 W. Washington, Culver City — 3024 S. Sepulveda, L.A. — 2412 Pico Blvd., Santa Monica — 2709 E. Main, Ventura

SALES TAX COLLECTED ON ALL TAXABLE ITEMS

Suits Feature Easy Curves, Tapered Line

It's a wonderful spring for suits with many styles to choose from. Ease is the prevailing theme as the slim-line suit gives way to a softer more fluid silhouette.

Jackets make use of rounded shoulder lines as they gently taper to waist or just-below-waist length giving only the merest hint of fitted curves to the silhouette. To carry out the balance, skirts make use of open pegged pleating, creating the rounded hip effect with gentle tapering to reed-slimness at the bottom.

Detachable Capelet
Detachable capelets, a new and important note in spring suit fashions, add to the rounded grace of the silhouette. The influence of Dior's magnet or "Dutch Boy" look, combining top and bottom symmetry, is in evidence throughout the spring line of suits.

While the pegged, pleated or "Dutch Boy" skirt is one of this spring's most important suit-skirt fashions, the eased slim line in skirts is also obtained by the side draped skirt, the tunic skirt, and the panel back skirt.

On the fuller side, all-around knife or pressed box pleats, and the bell skirt featuring open, unpressed pleats play a significant role.

Short Jacket
The emphasis on eased skirts calls most naturally for the short and—to retain the fluid grace of the silhouette—the oh, so lightly fitted jackets.

Other jacket lengths range from waist to hip-bone length. Styles include the bloused back, belted or tied at the waist, and the box jacket, as well as the semi-fitted silhouette.

Hinted at in fall fashions and now reaching fashion's forefront are the suit capes, three-quarter length oval caques which replace the jacket, detachable elbow length caques which complement the jacket, and hip length cocoon and full caques.

COAT CUES
Back interest details make this season's crop of young coats especially attractive.

BRIDES CAN HAVE THAT ANGEL AIR

The girls who marry this spring can look as ethereal as angels in airy gowns with full skirts, short sleeves and many pretty trims and back details.

The windswept back look and the domed silhouette with back and side fullness are the most popular. While the empire line is still a favorite, many of the new gowns feature peaked or basque bodices with gently rounded V-lines.

Back interest details include intricate cuts of material that unfold like huge petals, cartilage-pleated back folds, perky butterfly bows, trailing panels, ruffles, drapery and sashes.

Adding to the airy look are a wide range of lightweight, fragile fabrics such as filmy organdies, chiffon, lace, silk bombazine and taffeta. One of the newest is a sheer tulle completely embroidered to resemble an allover lace.

Reminiscent of the romantic Old South are gowns of organdie and eyelet batiste with delicate floral embroidery. Scattered lace appliques and set-in bands of chiffon or satin are other favored trims.

Necklines are softer and more flattering with wide, shallow cuts replacing the high, covered-up types.

A very romantic look is achieved through such fashions as gowns with wide tiers, pleated satin midriffs, floral sprays, delicate beading and empire bodices.

Gay Fashions Set for Rain

It's easy to look fashionable in spring showers this year, with practically every fabric from silk to worsted jersey getting the waterproof treatment. Colors for raincoats look new and fresh, too, especially in pretty pastel tones.

The very popular full-length cape styles are a natural for rainwear, and many have hoods for extra fashion plus extra protection.

Another favorite new style, which looks just as good when the sun is shining, is a deep-pocketed town coat variation of the Chesterfield silhouette.



COMBINATION... It's a cape; it's a coat—it's a delightful combination of both. This version of spring's cape story, in lilac Scottish tweed, is adapted from the original Lord Inverness style of the 19th century.

MILADY'S HEMLINE IS DROPPED JUST A BIT

Whither hemlines? Are skirts drastically longer this Spring? What about lengths for day and late day?

Evolution, not revolution, is the answer. Fashion isn't shouting, "Down with hemlines!" but there's more than a whisper of change in the spring air.

Many daytime fashions are an inch or two longer than last season, while cocktail-hour and informal evening garb often reaches to ankle-bone length, a la Dior.

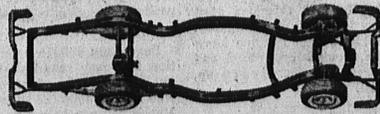
"How long" to lower the hemline is still a matter of individual taste and becoming appearance.

Height enters into it. The tall woman can wear 13-inches-from-the-floor lengths gracefully, while the smaller woman can wear somewhat shorter skirts and still achieve a lowered hemline look.

Simplicity Stars in Teenage Spring Hats
Simplicity stars in teen hats for spring. Lightweight straws, felts and synthetics flatter young heads in pastels, white or natural shades, and are seldom trimmed with more than a grosgrain band ending in a bow or streamer.

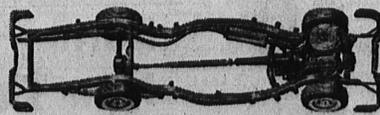
PRETTY PINNINGS
Bar pins with pendants and floral-bouquet pins, set with pearls and pastel stones, look pretty for spring.

Here's what makes it a new kind of Ford



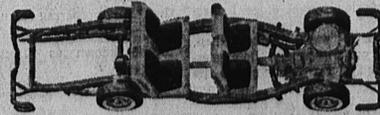
The frame is wider... wheels are lower
(Let's you ride sweet and low)

Never before has a low-priced car hugged the road so well. Partly, it's because the frame is sturdier. Partly, it's because the wheels are smaller. Partly, it's the way front and rear suspensions take tilt out of turns. Mostly, it's because there's a whole new smoother-riding quieter-going "Inner Ford."



The power is bigger
(Most power in Ford's 26 years of V-8 leadership)

And what a V-8 engine! You can have the kind of Thunderbird power that smashed records at Dayton... set a new stock car mark at Indianapolis... traveled 50,000 miles in just 20 days at Bonneville, Utah!



The comfort is greater
(You've never had it so plush)

You sit in the lap of luxury. There's head room, hip room, leg room galore. And wait till you get a load of those new upholstery and color schemes!



The body is "beefier"
(Up to 9 inches longer, 4 inches lower, with full head room, full road clearance)

From top to floor, front to rear, this body is built like a "battleship." You ride surrounded by new strength.

...and best of all it's the lowest priced* of the low-price three!



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