

Nielsen's Market

Grand Opening

9 A. M.
FRIDAY
AUGUST 20

STOCK UP ON THESE MONEY-SAVING FOODS

Jell-A-Teen Jell Dessert	Pkg.	5c
Baker's Coconut	4-oz. Package	15c
Sunshine Crackers	2-Lb. Box	45c
Hi-Ho Butter Crackers	Lb. Box	27c
Hershey's Chocolate Syrup	Lb. Tin	15c
Kool-Aid	For Cool Drinks	3 Pkgs. 10c
Potato Chips	25c Bag	19c

THESE PRICES GOOD THROUGH SUNDAY

Malley's Hamburger Relish	12-oz. Jar	10c
Big Chief Drinks	Plus Deposit 2 full quarts	27c
Coke, 7-up	Plus Deposit 6 Bottle Carton	25c
Dog and Cat Food	Vitafood 3 cans	25c
Seedless Raisins	4-Lb. Bag	45c
Crescent Black Pepper	2-oz. Tin	13c
Zee Paper Towels	2 rolls	29c
Oxydol, Duz	Large Package	33c
Toilet Soap	Camay, Lux, Palmolive, Lifebuoy 2 bars	19c
Purex Bleach	1 1/2-Gallon	25c

Introducing NIELSEN'S NEW FOUNTAIN LUNCH



Special!
Fresh
Strawberry
Sundae
19c

FEATURING:

- Arden Ice Cream
- Fountain Drinks
- Sandwiches
- Salads
- Pastries
- Good Coffee

An Addition to
The New Nielsen Super-
Market
Capably Managed by Miss Edythe Kelker
and Staffed by Courteous Girls



SPECIAL!
SANDWICH PLATE
Tuna or Egg and Olive
With Home Made
Potato Salad

29c

With a firm belief in square dealing, low fair prices every day of the week, we dedicate this new, sanitary, ultra-modern super-market. All arrangements have been carefully planned, and we have strived to build all equipment to be of the greatest service to women shoppers. New low type shelving and display islands make shopping easy for everyone. Every section a separate department, each item plainly marked and priced. All aisles are wide and kept clear to make shopping easy, especially with the new shopping buggies, conveniently placed at all entrances. Here you will always find an easy place to park, nearly one acre of parking lot, sidewalks and entrances conveniently located.

We look on this new, modern super-market as a mutual proposition, one in which the customers, the employers, and the owners all have a part. This store will always be an organization for community service. With regard to the above policy, we have tried to build the most modern super-market in Oregon and yet have kept the investment in fixtures and equipment at a minimum. A completely new building, built to our own specifications, has enabled us to do this.

Cash purchasing power, carlot buying direct from manufacturers, will enable us to offer the largest selection of foodstuffs and kindred merchandise available in super-market operation in the Umpqua Basin. Low overhead, spacious sales floor, and efficient operating methods assure you of always receiving the quality and price you expect to find in super-market shopping centers. As evidence of our sincerity in this program our slogan is: "It's the saving on every item that counts."

3 BIG DAYS JOIN THE TREASURE HUNT!

Over 100 Valuable Prizes Given Free in Our Grand Opening

Nothing to buy, everybody is welcome. Not a drawing or lottery. To acquaint you with the new Nielsen's Market we are giving away several hundred dollars worth of merchandise prizes.

Over 100 Valuable Prizes

- 2-100-lb. sacks Holly Sugar
- 2-Swift's Premium Hams
- 2-50-lb. sacks Drifted Snow Flour
- 5-2-lb. cans Folgers Coffee
- 2-\$1.00 orders Fruits & Vegetables
- 100 Boxes Assorted

Groceries-containing:

- Sugar
- Potatoes
- Cheese
- Drinks
- Coffee
- Flour
- And Many Other Items

BRING THE WHOLE FAMILY, PLENTY OF TREASURES FOR ALL — AND IT DOESN'T COST YOU

HERE'S WHAT YOU DO

As you enter Nielsen's Market you will receive a ticket on which there is a number... this number is your key to the Treasure Hunt.

While shopping, keep your eyes open for the many treasures scattered throughout each department. Each treasure will be in plain sight and will have a number on it.

Simply match the number on your ticket with the number on one of the treasures. Bring your treasure and your numbered ticket to the checking counter and the treasure is yours absolutely free.

There are plenty of treasures and plenty of winning numbers. Anyone may participate. The treasure hunt will continue until 8 P. M., Sunday, August 22.



One Can FREE

Pard Dog Food

Nutritionally Correct

2 cans 27c



12-oz. tin 39c
Demonstration Fri. - Sat.

Swift's Peanut Butter NEW! Creamy-Smooth

With Vitamin B-1 added
in refrigerator jar
with coaster cap!!

12 oz.
35c



Swift's
Baby
Meats
Can
19c

PLENTY OF FREE PARKING

Hunt's Tomato Juice	46-oz. Tin	19c
Smith Gigantic Peas	No. 2 Tin	3 cans 25c
Cream Style Corn	No. 2 Tin	Can 15c
C. H. B. Tomato Catsup	14-oz. Bottle	15c
Corned Beef	12-oz. Tin	49c
Folgers Coffee	1-Lb. Tin	53c
Ben Hur Black Tea Bags	48 Count	Pkg. 39c
Drifted Snow Flour	49-Lb. Sack	3.98
Porter's Fril-Lets	Lb. Bag	29c

Betty Crocker 5c Sale Ginger Cake Mix

1 Pkg. 29c
1 Pkg. 5c

Both for 34c

Betty Crocker 3c Sale PIE CRUST MIX

1 Pkg. 29c
1 Pkg. 3c

Both for 23c

JOIN THE TREASURE HUNT

- FREE BALLOONS
- FREE ICE CREAM CUPS

For The
Kids

Accompanied by Adults

FOOD DEMONSTRATIONS—FREE COFFEE
ALL DAY FRIDAY AND SATURDAY
SOMETHING DOING EVERY MINUTE

Borden's
Cottage Cheese
Pint 27c

Brookfield
American Cheese
2-Lb. Loaf 1.15

OPEN EVERY DAY UNTIL 8 P. M.

GARDEN OF FRUITS

JUICY RED RIPE WATERMELONS	Lb. 3c
VINE RIPPED CANTALOUPE	Ea. 10c
RADISHES, GR. ONIONS	2 bunches 15c
U. S. NO. 1 POTATOES	25 lbs. 1.09
BUNCH BEETS	2 bunches 19c

AND VEGETABLES

THOMPSON SEEDLESS GRAPES	2 lbs. 25c
TENDER CARROTS	2 bunches 13c
UTAH TYPE CELERY	Lb. 9c
BLUE LAKE GREEN BEANS	2 lbs. 23c
BUNCH TURNIPS	2 bunches 19c

Produce Prices
For Fri. and Sat.



Nielsen's Market is located on South Stephens Street (Highway 99) just one block south of the City Limits. We suggest you drive south on Main Street to avoid highway traffic. Plenty of free parking for everyone, easily accessible from north or south. Make it a habit to shop at Nielsen's Market where "It's the Saving on Every Item That Counts."

DROMEDARY CAKE MIX

1 Pkg. Ginger Bread Mix,
1 Pkg. Devils Food Cake, Both for 34c

HOLLY BRAND SUGAR

100-Lb. Sack 8.29

BULK VINEGAR

Gallon 29c

In Your Container

THRIFTIER CUTS OF MEAT

like all meats, bring you
B-VITAMINS • MINERALS • PROTEINS
plus, of course, that good meat flavor!



It's Rich, Juicy
and Tender

RECIPE
Yield—6 Servings
1 1/2 lbs. Round Steak
2 tablespoons lard
2 teaspoons salt
1/4 cup water
Cut into 6 pieces. Season. Roll in flour, and brown in lard. When well browned, add water. Cover and cook slowly about 30 minutes.

We Feature Swift's
BRANDED BEEF
This fine beef carries a double guarantee. Ours and Swift & Company's. You know it will be good—today and every day. Depend on us!



Cut from young, tender
Govt. Inspected Beef

We carry a Complete
Line of Cold Cuts
for that lunch box
or warm weather snack

SLICED BACON

"FOR THE BREAKFAST THAT SATISFIES"



Headquarters
for
America's Favorite
Ham and Bacon



SKINNED HAMS

Half or Whole, Lb. 65c

SALMON STEAKS Juicy and Flavorful Lb. 65c

LARGE VARIETY FRESH SEA FOODS

NIELSEN'S MARKET
"IT'S THE SAVING ON EVERY ITEM THAT COUNTS"

ROSEBURG PAYING

congratulates
the management
of
NIELSEN'S MARKET
on their
new
Super-Market

Luck and Success

TO
NIELSEN'S
MARKET

M AND M
PRINTERS

Our Wishes For
SUCCESS
To The Management and
Employees of

**NIELSEN'S
MARKET**

UMPQUA DAIRY
Fine Dairy
Products

Patterson's Bakery

Makers of
Fine Bread and
Pastries

CONGRATULATES
NIELSEN'S MARKET

We are proud that our products
will be displayed at this, the
newest Super Market in
Roseburg

★ GOOD LUCK !

Best Wishes

to

NIELSEN'S MARKET



CONSOLIDATED
Freightways
221 Spruce St.

CONSTRUCTION

of
the
new

NIELSEN
MARKET

by

L. W. METZGER CO.

★ We Offer You
Luck and Prosperity
For the Future

The Umpqua
Cabinet Shop
which had a
hand in helping
to construct
Nielsen's Market

SALUTES Les Nielsen
and all the folks
at this fine super
market on their
undertaking