

NEW MARKET FULFILLS 5 YEARS' PLANNING

BEST OF LUCK

To the New
NIELSEN'S
MARKET

Tozer Sheet Metal

CONGRATULATIONS
TO
NIELSEN'S MARKET
FROM
SCHERNER BROS.
Bottling Co.

- ★ Orange Crush
 - ★ Squirt
 - ★ Big Chief
- Flavors



LESTER NIELSEN
Owner

L. H. Nielsen To Operate On Enlarged Scale

Service Will be Greatly
Expanded, With Ample
Parking Space Provided

When Nielsen's Market opens Friday in a new, large building on the Pacific Highway south of the city, a dream of more than five years will have been fulfilled. The layout in the new store is one that Lester H. Nielsen, the owner, started planning before the recent war.

Operator of the Big-Y supermarket at Medford for three years as partner-manager, Nielsen went into the Army Air Forces as a major in 1943. He served as executive officer of an A-20 fighter squadron for 12 years in France and England.

On his release from the service, Nielsen purchased the former Dunham's Market on N. Jackson St. Since operating the store here, Nielsen has been looking for a suitable location for a supermarket and has been planning its construction.

The new building is of pumice block construction, 80 x 120 feet in size. The building covers almost a quarter of an acre. Ample parking facilities are near the store. The location is easily accessible from either S. Main St. or the Pacific Highway.

The store was constructed by L. W. Metzger, building contractor in an area that has been developed for industrial uses during the past few months.

Department Aides Named
Nielsen announced that Roy K. Byrd will serve as manager of the grocery department, Robert B. Nicholson will be manager of the meat department, and Miss Edythe Kelker will be in charge of the fountain.

Byrd, a native-born Roseburg resident, has been in the grocery business 19 years. He has spent most of his life in Roseburg with the exception of a few years in Medford prior to the war. In the service three years, he spent two years at Mitchell Field, N.



BOB NICHOLSON
Manager Meat Dept.



EDYTHE KELKER
Mgr. Fountain Lunch

Y., four months in Hawaii, and eight months on Okinawa with the Army Air Forces communications section.

Since the end of the war, Byrd has been employed by Nielsen at the N. Jackson St. store. He said the new store will feature mass displays and a larger selection of merchandise. He pointed out that the comfort of shoppers has been taken into consideration in the design of the vast structure. The aluminum roof has a 90 per cent heat reflection factor, it was pointed out.

Nicholson has been a meat

cutter the past 10 years. He served as a mess sergeant in the Army in the Pacific area during the recent war. He has been employed in the meat department at Nielsen's since his release from the Army. Nicholson is married and has three children.

Miss Kelker, who will manage the fountain, came here this week from the San Francisco Bay area, where she has been engaged in similar work. Though native of Oregon, this will be her

(Continued on Page Thirteen)

ROSEBURG ELECTRIC CO.

Who Installed
The Refrigeration
Equipment
congratulates
The Management of
NIELSEN'S MARKET
On Their New
Undertaking

THE MAKERS OF

UMPQUA CHIEF FLOUR

The Douglas County Flour Mill

SALUTE NIELSEN'S MARKET

May Your New Enterprise
Prosper and Grow



ROY BYRD
Manager

THE
VALLEY PACKING CO.
of Salem
EXTENDS
CONGRATULATIONS
to
**NIELSEN'S
MARKET**

THE
Roseburg Dairy
Suppliers of Fine
Dairy Products

SALUTES
The New
NIELSEN'S MARKET
A Welcome Addition
to the Convenience
and Welfare of
Roseburg

Hearty
Congratulations
to
NIELSEN'S MARKET



We are proud to have had a part in
the construction of this new
super market

F & W FLOOR COVERING

NEON SIGN

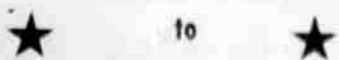
by

ROY HUFHAM

348 N. Jackson St.

Good Luck Lester
In Your New Store

Congratulations
and Best Wishes



NIELSEN'S MARKET
On Their
Grand Opening

DOUGLAS COUNTY CREAMERY

The Roseburg Paint Shop
offers

congratulations

to

NIELSEN'S MARKET

"For Good
Painting
C. Fred Reece"

OREGON CHIEF

THE MARK OF QUALITY

BETTER MEATS FOR BETTER LIVING

Oregon Owned.. Oregon Payroll..

Oregon Products

for

Oregon People

PORTLAND PROVISION CO.

Portland, Oregon

CONGRATULATES THE
NEW NIELSEN'S SUPER MARKET

OF
ROSBURG, OREGON

Thursday
SPECIAL
ON
Clothes Dryer

25 Bars—Rope
For Drying
Clothes Inside
Space Saving

Were **2.49**

NOW!

Thursday
Only

98c

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