



THESE Prices are Lower!



Food prices are coming down! Whenever market quotations slump we reduce prices accordingly — you can ALWAYS buy cheaper at NIELSEN'S — your home-owned, independent super-market.

- AMERICAN CHEESE FOOD** BROOKFIELD, 2-LB. LOAF **89c**
- SHORTENING** FLUFFO, 3-LB. PACKAGE **89c**
- DELRICH MARGARINE** LB. **39c**
- BROKEN SHRIMP** ORLEANS, 5-OZ. TIN **33c**
- PACIFIC SALMON** NO. 1 FLAT TIN **29c**



ITALIAN PRUNES Local, 2-lb. bag **39c**

KERR'S JELLY 12-OZ. TUMBLER **19c**

- SKIPPY PEANUT BUTTER** LB. JAR **35c**
- SALAD DRESSING** DURKEE'S, QUART **59c**
- MAINE SARDINES** 1/2 SIZE TIN **2 FOR 25c**
- CORNED BEEF HASH** SWIFT'S, NO. 2 TIN **35c**
- SPRECKELS SUGAR** 10-LB. BAG **89c**
- CANNED MILK** ALL BRANDS, TALL TINS **2 FOR 27c** CASE **6.39**
- FOLGER'S COFFEE** LB. **53c** 2 LBS. **1.05**
- KITCHEN QUEEN FLOUR** 50-LB. BAG **3.79**

- Chinese Dinner Complete dinner for 4, Pkg. **49c**
- Tamales Riviera, California, 8-oz. tin **5c**

CAMPBELL'S SOUPS

- VEGETABLE, BEAN & BACON, GREEN PEA, can **14c**
- CHICKEN NOODLE, CHICKEN, CREAM OF CHICKEN, MUSHROOM, VEG. BEEF, BEEF, can **17c**

BORAX 2-Lb. Pkg. **27c**
BORAX Large Pkg. **35c**
BORAXO Pound Can **27c**

- SUNSHINE** Hyde Park Cookies Lb. box **49c**
- Sofa-A-Silk Cake Flour Pkg. **39c**
- Bisquick Large Package **49c**
- Pillsbury's Cake Mix Pkg. **37c**
Chocolate, Fudge or White
- Calumet Baking Powder Lb. tin **19c**
- Sperry's Wheathearts 28-oz. Pkg. **29c**
- Quaker Oats 3-lb. Pkg. **39c**
- Pancake Flour Hungry Jack, 4-lb. Pkg. **49c**
- California Dates 8-oz. vacuum tin **29c**

- CREAM STYLE CORN** FOUNTAIN, 303 CAN **15c**
- WHOLE GRAIN CORN** DIAMOND A, NO. 2 TIN **19c**
- LIBBY'S GARDEN PEAS** NO. 2 TIN **19c**
- ALL GREEN ASPARAGUS** DAINTY PAK, PICNIC TIN **35c**

MINUTE TAPIOCA 8-oz. Pkg. **17c**

JELL-O ASSORTED FLAVORS 3 PKGS. **23c**

VEG ALL NO. 303 TIN **17c**



GRAPEFRUIT & ORANGE SEGMENTS, O-M-I-O, NO. 2 TIN **19c**

GRAPEFRUIT SEGMENTS Garden, Broken, NO. 2 TIN **17c**

SEMI-SWEET CHOCOLATE NESTLE'S, 6-OZ. PKG. **25c**

WAXED PAPER ZEE, 125-FOOT ROLL **23c**

"YES" TISSUES 300 COUNT, PKG. **27c**

GAINES' DOG FOOD 5-LB. BAG **69c**

VITA-FOOD DOG FOOD NO. 1 TIN **3 FOR 25c**

SPIC AND SPAN CLEANER GIANT PKG. **79c**

YOU NOW CAN BUY Choice Meat Cuts AT LOWER PRICES

BACON BY THE PIECE **45c** **JOWL BACON** DIXIE BRAND **29c**

SLICED BACON ENDS AND PIECES **35c** **PREMIUM HAMS** HALF OR WHOLE **63c**

Short Ribs Beef LEAN, MEATY **35c** **Beef Chuck Roasts** SWIFT'S BRANDED **49c**

PURE LARD 4-lb. Pkg. **95c** **SALT PORK** LEAN STRIPPED **35c**

FILLET RED SNAPPER Lb. **35c**

Fresh Oysters MEDIUM SIZE Pt. **69c**

FRESH Vegetables

- 288 SIZE JUICE ORANGES** 3 doz. **89c**
- TEXAS RUBY RED GRAPEFRUIT** 4 for **27c**
- SUNKIST LEMONS** DOZEN **39c**
- ROME BEAUTY APPLES** BOX **3.39**
- Arizona Seedless GRAPEFRUIT** 4 for **27c**
- LARGE SIZE SUNKIST ORANGES** 5 lbs. **74c**
- "C" GRADE DELICIOUS APPLES** 5 lbs. **74c**
- SNOW WHITE CAULIFLOWER** Lb. **17c**
- TENDER, GREEN BRUSSEL SPROUTS**, lb. **25c**

Hot Steaming Sandwiches

CHILI Pastries



HOT CHOCOLATE
HOT SOUPS

Make it a habit to lunch with us — **NIELSEN'S FOUNTAIN LUNCH**

NIELSEN'S Open 9 'til 8 Daily
 Nielsen's Market located one block South of City Limits on Highway 99. More than one acre of paved parking space. We suggest you follow S. Main Street to avoid highway traffic. City bus service every hour.

NIELSEN'S MARKET

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