



Fresh fruits are featured in Nielsen's produce department. Produce manager is Al Bowlin who has plenty of assistants to quickly weigh and wrap your selections. All foods purchased at Nielsen's are guaranteed to your satisfaction or your money back.

Fresh Fruits

Extra Sweet Dillard

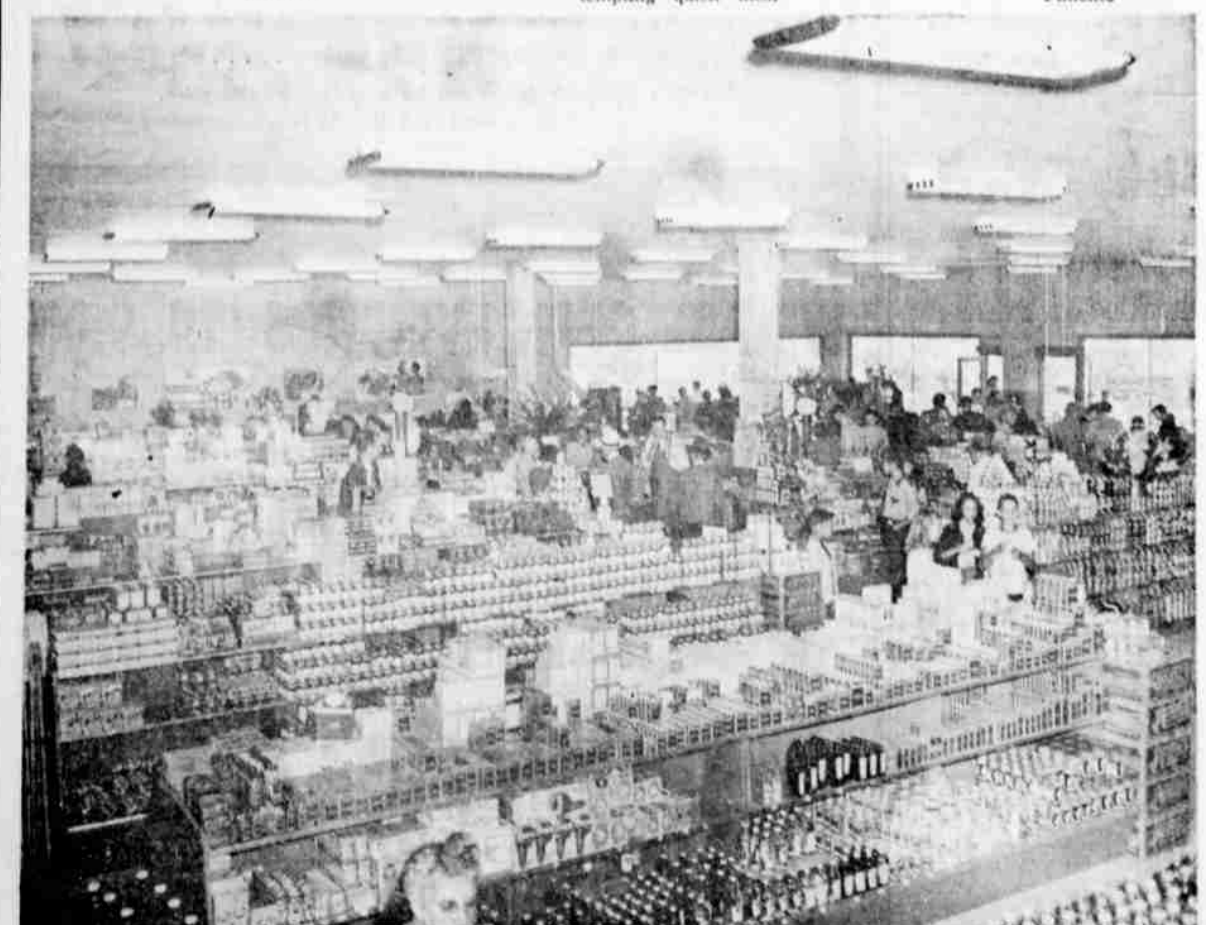
CANTALOUPE 45 size 5 For 25c

Swell for Canning or Eating
LOCAL BARTLETT PEARS, lb. 4c

Local Grown Dillard Vine Ripened	Save Time and Your Gas
TOMATOES	LOCAL HALE PEACHES
2 lbs. 19c	Full Bushel 2.49

Solid Crisp	Snow White	Packed Fancy Grade
LETTUCE	CAULIFLOWER	GRAVENSTEIN APPLES
2 lg. heads 25c	Lb: 15c	Box 2.59

S & W	S & W	Borden's Cocktail
Baked Beans	Brown Bread	Cheese Spreads
28 oz. Tin 29c	1-lb. Tin 23c	5 oz. Jar 19c
	Try this combination for a tempting "quick" meal	Relish, Pineapple Olive Pimento



Interior view, Nielsen's Market. More spacious aisles, neatly labeled islands and spotless displays of foods are a stand-out at Nielsen's. All items are clearly marked and restocked quickly. Plenty of light and the newest type of shopping carts make buying at Nielsen's a quick, effortless task.

NIELSEN'S MARKET FIRST Anniversary

- CRUSHED PINEAPPLE HAWAIIAN Del Monte, No. 1 flat 17c
- TOMATO SAUCE Hunts, 8 oz. tin... 3 For 14c
- TOMATO JUICE Campbells, 28 oz. tin 23c
- KRISPY CRACKERS Sunshine, 2 pound box 43c
- DILL PICKLES Pic-N-Pac, 24 oz. jar 23c
- GRADE A EGGS Small, Dozen 49c
- GOLD MEDAL FLOUR 25 lb. bag.. 1.89

- CAKE MIX Betty Crocker Devils Food or White, Pkg. 35c
- POTATO CHIPS Blue Bell 25c Pkg. 19c
- COKE or 7-up 6 bot. cart. plus deposit 25c
- Big Chief Mixers 2 For 29c Full Quarts, Plus Deposit
- GRAPE JUICE Tea Garden 46 oz. Tin 39c
- PEPSICOLA plus deposit 6 For 30c
- Real Gold Orange Base Concentrated Juice Fresh Fruit Flv., Can 10 1/2 oz. Demonstration Friday and Saturday 35c

- BLEACH White Rose 1/2 Gallon Jug 23c
- RINSO 1 Large Pkg. 1 Reg. Pkg. BOTH FOR 33c
- IVORY SNOW Large Pkg. 28c
- OXYDOL or DUZ Giant Pkg. 75c
- Ivory Soap Med Bar 2 for 17c Large Bar 14c
- DOG FOOD Begmore No. 1 Tin 2 For 27c
- BAKING POWDER Calumet Lb. Tin 19c
- VANILLA IMITATION 8 oz. bottle 15c



Be Sure to Get A Piece of **Birthday Cake** Baked and Decorated By **Patterson's Bakery**



THE "WHEEL OF FORTUNE"
 will be at NIELSEN'S to give you
100 BAGS OF GROCERIES

Absolutely Free!

See us for details!

... and for the KIDDIES
 FREE—Balloons.
 FREE—Candy.
 FREE—G-Man Siren Whistle.
 FREE—Comic Books.

Plus—FREE Cans of Coffee
 FREE Cakes—FREE Flour
 FREE Cases of Bottle Goods
 FREE Sacks of Potatoes
 FREE Watermelons
 FREE Bacon . . . and More!

Nothing to Buy!

... and be sure you have a piece of our **1st Birthday Cake** before you leave the store!

- TOMATO CATSUP Hunts, 14 oz. bottle 12c
- PORK AND BEANS Stripes, No. 2 1/2 tin ... 15c
- COFFEE Folgers or Golden West, Pound 53c
- MAYONNAISE Durkee's Real Fresh, Quart 59c
- CHEWING GUM Assorted 3 Pkgs. 10c
- CHEEZ-IT CRACKERS Sunshine, Pkg. ... 15c
- RITZ CRACKERS 8 oz. pkg. 19c

Swift Quality Products

SWIFT'NING GLAMOROUS! ROYAL RUBY TUMBLERS 29¢

- PREM LUNCHEON MEAT, 12 oz. Tin 35c
- CHOPPED HAM 12 oz. tin 49c
- CORNED BEEF 12 oz. Tin 39c
- Tomato Juice Swift's, No. 2 Tin 10c
- Pard Dog Food No. 1 Tin 2 For 25c
- MARGARINE ALLSWEET 2-lb. Pkg. 47c

Sweet Pickle Rings 24 oz. jar 43c

- Egg Noodles Porter's Frill-lets Lb. Bag 29c
- SYRUP Lumberjack 5-lb. Tin 79c
- TANG SALAD DRESSING Quart 53c

KERR FRUIT JARS

- Regular Quarts Dozen 1.05
- Regular Pints Dozen 85c
- Wide Mouth Quarts Doz. 1.19
- Wide Mouth Pints Doz. 1.05
- CANE SUGAR 100 lb. Sack 8.79



Nielsen's meat department. Presided over by Bob Nicholson and his staff of butchers, the meat section offers top grades of Swift and other branded meats. In addition to the conventional counter meats there is a self service meat section.

Quality MEATS

- HAMS** SWIFT'S ORIOLE BRAND 1/2 or Whole, Lb. 55c
- SWIFT'S PREMIUM Half or Whole 63c
- FRYING RABBITS Fresh Dressed LB. 55c
- SLICED BACON A Brand Much in Demand LB. 39c
- SALT PORK Lean Stripped LB. 29c
- BACON JEWELS Dixie Brand LB. 29c

SPECIAL SALE SEE THE MASSIVE DISPLAY

CIRCUS PEANUTS 8 oz. Tin 2 TINS 57c

PURE STRAWBERRY PRESERVES Case 12 1-lb. Jars 3.98

Samples Served Friday and Saturday



Nielsen's Market, located just a block south of the city limits on Highway 99. One of the finest and newest markets in the state, Nielsen's has been singled out by food dealers and jobbers as a fine example of modern markets. More than one acre of paved parking space is provided. Electric Eye doors are an added touch of consideration for busy shoppers.

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

Store Hours 9 a.m. to 8 p.m., including Sunday
 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. We reserve the right to limit quantities.

DEMONSTRATIONS TOO . . . Folger's Coffee, Real Gold Concentrated Fruit Juices, Circus Peanuts, Swifts Peanut Butter.

All of this because we want to say THANKS to all of you folks for your coming to NIELSEN'S this past year.

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

Store Hours 9 a.m. to 8 p.m., including Sunday
 Grocery prices in this ad effective Friday and Saturday and Sunday, August 26, 27, 28. Meat and produce prices effective Friday and Saturday.