

NIELSEN'S . . . Where You Save With Low Prices Every Day



- 21 KINDS TO CHOOSE FROM**
- Tomato Soup 3 cans 29c
  - Vegetable Soup can 13c
  - Cream of Celery can 13c
  - Cream of Chicken can 16c
  - Chicken Noodle can 16c
  - Vegetable Beef can 16c
  - Krispy Crackers lb. box 25c

- Crown Cake Flour 2 1/2-lb. box 35c
- Flour Umpqua Chief 10-lb. bag 85c
- Hot Roll Mix Pillsbury's pkg. 23c
- Pie Crust Mix Betty Crocker pkg. 19c
- Albers Oats 3-lb. pkg. 35c
- Hershey's Cocoa lb. box 39c
- Black Tea Schilling's 1/2-lb. box 49c
- Lemon Kremel Pie Filling 2 pkgs. 15c
- Yellow Pop Corn 2-lb. bag 29c
- Canned Milk All brands Tall tins 3 cans 35c

# BEEF SHORT RIBS lb. 25c

<b>SLICED BACON</b> Swift's Cured Lb. 39c	<b>GROUND BEEF</b> Fresh Daily Lb. 35c	<b>SLAB BACON</b> By the Piece Lb. 45c
<b>SWISS STEAK</b> Swift's Steer Beef Lb. 75c	<b>Pork Sausage</b> Fresh and Pure Lb. 45c	<b>Bacon Jowls</b> Fine for Seasoning Lb. 19c
<b>SLICED SALMON</b> Columbia Chinook Lb. 59c	<b>FRESH OYSTERS</b> Medium Size Pt. 55c	



Just look over this list of top quality foods, make out your shopping list, then drive out to Nielsen's and do the family shopping. On every item in this list and on every item throughout the whole store you will save, save enough for those little extras that you want. Make your family budget stretch farther by doing all of your family food shopping in the store that brings you a Saving on Every Item . . . Nielsen's.

- JEWEL SHORTENING** 3 lbs. 49c
- Best Foods Mayonnaise** QUART JAR 59c
- DATE PRUNES** DRIED SWEET, PLUMP 2 lbs. 19c
- WHITE BEANS** Small or large 5-lb. bag 43c

- Jewel Cooking Oil pint 19c
- Seedless Raisins 4-lb. bag 49c
- Hudson House Pineapple Chunks No. 2 1/2 tin 33c

- Dainty Sweet Candy Sunshine Hardmix lb. bag 29c
- Chocolate Cherries Barceloni lb. box 59c
- Prune Juice Del Monte Quart 29c
- Grape Juice Standby Quart 39c
- Dinner Napkins Zee 40 count 2 pkgs. 25c
- Toilet Tissue Sierra 4 rolls 25c
- Dog Food Vitafood No. 1 tin 3 tins 25c
- Gro-Pup Dog Food Ribbon 25-oz. pkg. 33c
- Wrisley Toilet Soap Castile, Pine Complexion 3 bars 19c
- Woodbury's Soap Reg. size 3 bars 25c
- Van Camp's Chili with Beans No. 1 tin 28c
- Franco-American Spaghetti No. 1 tin 14c
- Noodle Giblet Dinner Swanson lb. tin 25c
- Peach or Apricot Preserves Kerr's No. 5 tin 98c
- Peanut Butter Sunny Jim 23-oz. jar 59c
- Tortillas Ashley's 18 count can 59c
- Tacos Sauce Valley 4 1/2-oz. tin 15c

FOR MAKING CHOCOLATE-TOWN COOKIES  
**HERSHEY'S** SEMI-SWEET CHOCOLATE *Dainties*  
Ready To Use . . . NO CUTTING . . . NO BREAKING  
COOKIE RECIPE ON PACKAGE 15c

**THICK!  
JUICY!**



Packed Full of Flavor!  
That's Our Cheeseburger!  
Try One Today!  
**NIELSEN'S FOUNTAIN LUNCH**

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

All prices in this ad effective Thursday through Saturday, January 14. We reserve the right to limit quantities.

- Corned Beef** National 12-oz. tin 39c
- Maine Sardines** 1/4 size tin 2 tins 19c
- Cream Style Corn** Ida Dell No. 303 tin 2 tins 25c
- Pictsweet Big Peas** Very tender No. 303 tin 2 tins 29c
- Green Beans** Wilamet Blue Lake, No. 2 tin 2 tins 33c
- Freestone Peaches** Spring Dale, Heavy syrup No. 2 1/2 tin 23c
- Spinach** Standby No. 2 tin 15c
- White Hominy** Wadham's No. 2 1/2 tin 2 tins 25c
- Pumpkin** Diamond A No. 2 tin 2 tins 15c

**trend** trend  
SAVE 6¢ REG. PRICE 28¢  
**Special 19¢**

<b>"C" Grade NEWTON APPLES</b>		
Fine for cooking . . . . . 5-lbs. 25c		
Plump Juicy <b>SUNKIST LEMONS</b> Doz, small size 39c	Salad Time <b>CALIFORNIA AVOCADOS</b> Med. size 2 for 29c	
Large Arizona <b>GRAPEFRUIT</b> 70 size . . . . . 3 for 25c	Golden Ripe <b>BANANAS</b> Lb. . . . . 15c	Crisp, Sweet, Local <b>CARROTS</b> Bulk . . . . . 2 lbs. 15c
Banana, Hubbard or Danish <b>LOCAL SQUASH</b> Lb. . . . . 2c	Fancy large 220 size <b>NAVEL JUICE ORANGES</b> 3-do. . . . . 69c	



**GE LIGHT BULBS**  
Complete Assortment  
100-300 3-Way Mogul Base  
200w, 150w, 100w, 75w, 60w, 40w, 25w, 10w

NIELSEN'S . . . Your Complete One-Stop Food Shopping Center