

All Prices in this Ad Effective from 1 P. M. Thursday thru Sunday, March 26



THE BEST-FED FAMILIES SHOP NIELSEN'S

... because they know that only at Nielsen's are they able to find the best for less. Here they are able to find all of the famous brands that assure them better nutritious meals at prices to fit their budget. If you have not yet had the pleasure of shopping Roseburg's largest super market, come out today and shop in the store that saves you money on every item. Nielsen's is located one block south of the city limits on Highway 99, and there is always plenty of parking space. Drive out today and save more.

- SILVER LINE SALMON No. 1 TALL TIN 39c
- TOMATO SOUP RANCHO 10 1/2-OZ. TIN 3 cans 25c
- PEANUT BUTTER SUNNY JIM, 23-OZ. JAR 59c
- FLAPJACK FLOUR ALBER'S, 10-LB. BAG 1.05
- LUMBERJACK SYRUP 5-LB. TIN 85c

- Durkee's Mayonnaise Made with Fresh Eggs QUART 63c
- Powdered or Brown Sugar Lb. Pkg. 10c
- Swiss Cheese Borden's A Bargain in Good Nutrition 2-lb. Loaf 98c

QUICK FROZEN

- GREEN GARDEN PEAS Specially priced, Pkg. 19c
- Ready to Bake, No Fuss, Just Bake
- FROZEN PIES 49c

IT'S NEW! IT MAKES 10 KINDS OF CAKE
IT'S EASY! OVEN-READY IN 5 MINUTES OR LESS

OXIDENT Cake Mix 35c

- IMITATION VANILLA 8-OZ. BOTTLE 15c
- BAKING POWDER CALUMET, LB. TIN 19c
- SHAKER SALT MORTON'S, 26-OZ. CARTON 9c
- BAKING CHOCOLATE HERSEY'S, 1/2-LB. CAKE 39c

- TOMATO CATSUP E&A, 14-oz. bottle 2 bottles 25c
- Royal Gelatin DESSERT Assorted Flavors 3 pkgs. 19c
- SOLID PACK TOMATOES Hunt's, No. 2 1/2 tin 22c
- LIBBY'S GARDEN VEGETABLES For Soups or Salads, No. 303 tin 2 for 35c
- DATE PRUNES Serve them often, 5-lb. Bag 49c
- SWIFT'NING The All Purpose Shortening, 3-lb. Tin 75c
- S & W COFFEE Pound Tin 79c 2-lb. Tin 1.57
- Pillsbury's Flour 25-lb. Sack 1.98
- Spreckels Sugar 25-lb. Bag 2.27

Ride the merry-go-round located on Nielsen's parking lot. It will be running this week-end and all next week if weather permits.

Extra fine meats for that extra delicious Sunday dinner! Trimmed right and waste free. The meat with the double guarantee. The meat with the tender taste.

STANDING RIB ROAST
 Its a pleasure to carve these tender roasts. Deliciously tender and flavorsome! LB. 75c

SHORT RIBS Try them Braised lb. 25c

BEEF LB. 39c

SLAB BACON By the Piece Sugar Cured 39c

Smoked Boston BUTTS Semi-Boneless Flavor Assured 49c

PURE PORK SAUSAGE Seasoned Right 49c

SWIFT'S PREMIUM HAM Half or Whole, Sugar Cured LB. 55c

SEALED RIBBON FOR DOGS OF ALL AGES 33c

SLICED BACON, Sugar Cured, lb. 43c

SEA FOODS

- Fresh Oysters, pt. . . 55c
- Med. Size
- Fillet Sole, lb. 49c
- Fillet Red Snapper, lb. 35c
- Sliced Salmon, lb. . . . 65c

FRESH SMELT 3 lbs. 25c

CRISP FRESH VEGETABLES

Fancy and Extra Fancy, Diamond Brand

- ORTLEY APPLES** Wrapped and packed box 1.98 5 LBS. 25c
- Shady Oak Snow White
- MUSHROOMS** 1/2-Lb. cello Pkg. 35c
- Tender Green
- ASPARAGUS** Medium size spears 2 LBS. 35c
- Solid Red Ripe
- TOMATOES** 7 LBS. 25c
- Yuma Arizona
- Lettuce** Solid Heads 2 LARGE HEADS 19c
- Yellow Oregon
- Onions** 10-lb. mesh bag 39c
- Solid Crisp
- Cabbage** LB. 6c
- Sunkist Navel
- Oranges** Large 126 size DOZ. 59c
- 360 Size Sunkist
- Lemons** Plump and Juicy DOZ. 29c
- Crisp Slender
- Cucumbers** LB. 19c

SCHILLING VANILLA 4-oz. bottle 69c

KARO SYRUP GREEN LABEL MAPLE FLAVOR Dark, 1 1/2-lb. bot. 20c

KLEENEX TISSUES 300 Count Pkg. 27c

AIR-WICK Bottle 69c

The Children's Favorite CHARBONNEAU TREE TOP APPLE JUICE QUART 23c

RENT IT HERE! Johnson's Electric FLOOR POLISHER Effortless operation. Rent one for a day. See what this wonderful little machine can do!

- Johnson's Paste Wax 2-lb. Tin 1.19
- Woodbury's Facial Soap 3 bars 21c Reg. Size
- Swan Soap Large Bar 2 bars 25c
- La France Special sale 3 pkgs. 21c
- Rinso Large Pkg. 24c
- Lux Toilet Soap Reg. Size 3 bars 23c
- Book Matches 50 count cartons 2 cartons 25c
- Paper Towels Zee 2 rolls 29c

EASTER CANDIES

- Easter Egg Colors Pkg. 10c, 3 for 25c
- SOCIETE CANDY EGGS, Marshmallow center, Bag 29c
- CHOCOLATE MARSHMALLOW EGGS, Carton 12 eggs 25c
- Large Duck Eggs Lb. Bag 43c
- Brach's Mellow Cream EASTER FIGURES, bag 29c
- BRACH'S CANDY EGGS, Bag 29c
- Sweet's French Cream EASTER FIGURES, bag 49c

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

Store Hours . . . Monday thru Saturday, 9 a. m. to 8 p. m. Sunday 9 a. m. to 7 p. m.

All prices in this ad effective through Sunday, March 26. We reserve the right to limit quantities.