

Nielsen's Will Be Closed Easter Sunday

LET'S HAVE HAM

for Easter

YOUR business is meal planning and OUR business is to help make that task easier. Here for your Easter Dinner are flavorful, succulent hams and the traditional foods you need for perfect Easter meals.



TRY Martha Logan's 'FRILLY LILIES'

A few minutes of easy "kitchen gardening" and you can garland the ham with lilies that will set everybody at your table talking! They're made of crisp carrots with slim green pepper or green bean stems. Just be sure the ham is ever-delicious Swift's Premium. Give it Martha Logan's Easter-gold glaze... and wait for the compliments. You won't have to wait long! Get easy directions for the "Frilly Lilies" and Easter-gold glaze from your meat dealer when you order your Swift's Premium Ham.

EASTER SPECIALS IN CANNED FOODS

- Honey Pod Peas Stokely's No. 303 Tin 19c
- Green Limas Stokely's Fordhook, No. 303 Tin 29c
- Whole Beets Diamond A. Medium, No. 2 Tin 18c
- JACK AND BEANSTALK Fancy No. 2 Tin 29c
- Whole Green Beans Fancy No. 2 Tin 29c
- 3 SISTERS—NO. 2 TIN
- Whole Kernel Corn 2 for 25c

Standby

SWEET POTATOES

VACUUM PACK

- No. 3 Squat Tin 25c
- Peeled Tomatoes Libby's No. 2 Tin 23c
- LIBBY'S—NO. 303 TIN
- Mixed Vegetables 2 for 35c
- DEL MONTE—MARY WASHINGTON No. 2 Tin 43c
- All Green Asparagus Hunt's No. 1 Tin 10c
- Whole New Potatoes Pieces & Stems 4-oz. Tin 29c
- Mushrooms 4-oz. Tin 29c
- Pineapple Juice 46-oz. Tin 39c



SWIFT'S PEANUT BUTTER
Plastic Coaster Top
Chock-full of energy JAR 35c

- Jumbo Shrimp Gulf Belle 5-oz. Tin 59c
- Fancy Crab Meat Newport 6 1/2-oz. Tin 69c
- Circus Peanuts 8-oz. Tin 33c
- BETTY CROCKER Split Pea or Noodle 3 pkgs. 35c

SWIFT'S PREMIUM

HAM

Half or Whole LB. 53c

For your Easter Meals be sure and serve Swift's Quality Products — Trimmed right and waste free — The MEAT with the double guarantee — The meat with the tender taste — Look for the brand!

PREMIUM QUICK SERVE

HAM Ready to Eat, LB. 59c

PREMIUM—FRUITED CARAMELIZED

HAM Ready to Eat LB. 65c

SWIFT'S PREMIUM

BACON

By the Piece Delicous with scrambled eggs and jelly for breakfast, lunch or supper. LB. 55c

PAN-READY FRYERS

LB. Fresh Cut Ups 69c

FRESH ROASTING CHICKENS

U. S. No. 1 LB. 39c

EGGS

Selected Local, Fresh, Blue Diamond Grade A Large, DOZEN 43c

SALAD DRESSING TANG QUART JAR 49c

Cheese Spreads BORDEN'S, 5-OZ. JAR 19c

EASTER EGG COLORS PAAS, 10c SIZE 3 pkgs. 25c

JELLY EASTER EGGS SOCIETE, BAG 29c

MARSHMALLOW EGGS BRACH'S, BAG 29c

Jello Assorted Flavors 3 pkgs. 19c

PREFERRED STOCK Pineapple Chunks No. 2 Tin 29c

Maraschino Cherries 8-oz. Jar 29c

Cranberry Sauce No. 1 Tin 15c

LOMA LINDA Green Ripe Olives Large, No. 1 Tin 33c

Sweet Pickles Bonnevile 24-oz. Jar 39c

FOLGER'S COFFEE

3 Grinds, Regular, Drip, Fine

Lb. 79c 2 lbs. 1.57

Demonstration Saturday

McCormick's Tea Orange Pekoe 1/2-lb. Pkg. 65c

Flapjack Flour Alber's, 4-lb. Pkg. 49c

EASTER SPECIALS IN DAIRY FOODS

SWIFT'S BROOKFIELD



CHEESE FOOD 2 lbs. 79c

Cottage Cheese Borden's Pint 25c

Cream Cheese PHILADELPHIA Pkg. 17c

OVEN READY Ballard Biscuits 2 tins 29c

PATTERSON'S Brown 'n Serve Rolls Pkg. 20c

Krispy Crackers Sunshine 2-lb. Box 47c

ZEE—40 COUNT Dinner Napkins 2 pkgs. 25c

Potato Chips Blue Bell 25c Pkg. 23c

Fruits and Vegetables

FOR YOUR EASTER FEAST...



ASPARAGUS

TENDER GREEN SPEARS

2 lb. 19c

Local Fresh Picked Green Onions 3 bun. 10c

Firm Ripe Tomatoes Select your own, lb. 23c

Thick Green Leaves LARGE TENDER Artichokes 2 for 23c

NEW CROP, CAL. UNIFORM SIZE Shafter White Potatoes 3 lbs. 25c

ORTLEY APPLES Fancy and extra fancy 5 lbs. 25c

Red Crisp Radishes 3 bun. 10c

Snowy White Cauliflower lb. 15c

Fresh Washed CROP Spinach 10-oz. bag 15c

For Faster, Easier, Tastier, Easter Baking!



SWIFT'NING

Swift's Shortening. Makes perfect cakes... out-performs all other shortenings. 3-LB. CAN 73c

Assorted Food Colors Schilling's, 4 color assortment, Pkg. 23c

Swansdown Cake Flour 2 1/2-lb. Pkg. 39c

Schilling's Vanilla Pure, 2-oz. Bottle 37c

Calumet Baking Powder Lb. Tin 19c

Nestle's Semi-Sweet Choc. Bag 19c

Cream of Tartar Schilling's, 2-oz. Tin 15c

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

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

All prices in this ad effective through Saturday, April 8. We reserve the right to limit quantities.

We will be CLOSED EASTER SUNDAY... so that our employees may observe this day.