



"DON'T be fooled by a few week-end Specials"

Could you feed your family 3 meals a day—7 days a week—on two, three or a dozen so-called "Specials"? Of course you couldn't. Delicious, nutritious, appetite-interesting meals call for a variety of foods, and that's why it is the TOTAL COST of your food bill—not the few "SPECIALS"—that determines how much money you save. So, for real economy—for better meals and bigger savings—shop where every price is a low price every day. Shop at NIELSEN'S and save all along your food list.

All prices in this ad effective from 1 p.m. Thursday thru Sunday, April 23.

- | | | |
|-------------------------------|---|------------------|
| Velveeta Cheese | Food, Rich, Mild Cheddar Flavor, 2-LB. LOAF | 79c |
| Cream Style Corn | County Kist No. 303 Can | 2 FOR 25c |
| TOMATOES | Mission No. 2 1/2 Tin | 15c |
| Tomato Soup | Rancho 10 1/2-oz. Tin | 3 FOR 25c |
| Swift's Chopped Ham | 12-oz. tin | 49c |
| Swift's Pork Sausage | 10-oz. tin | 49c |
| Swift's Vienna Sausage | 1/2 size tin | 19c |
| Swift's Deviled Ham | 1/4 size tin | 17c |
| Raspberry Preserves | Purity, Canadian, 2-lb. tin | 79c |
| Apple Butter | Dude Ranch, 29-oz. jar | 29c |
| Hershey's Dainties | Chocolate Chips, bag | 19c |
| Hershey's Baking Choc. | 8-oz. Pkg. | 39c |
| Arden Ice Cream | Quart | 45c |

NEW! For REDUCING DIETS and for use in LOW-FAT and LOW-SALT diets.

WHITE STAR BRAND No. 1 Flor Can
DIETETIC TUNA 39c

- | | | |
|------------------------------|--------------|------------|
| Morton's Shaker Salt | 26-oz. Pkg. | 9c |
| Golden West Coffee | Lb. tin | 77c |
| Kellogg's All Bran | Lb. box | 25c |
| Puffed Wheat Sparkies | Quaker, Pkg. | 12c |

CAREFUL TRIM FINEST... QUALITY MEATS

SWIFT'S SELECT A REAL TREAT IN EATING PLEASURE

BEEF POT ROAST	BLADE CUTS	lb. 59c
SLAB BACON	By the Piece Smoked Cure	39c
SLICED BACON	Sugar Cured Swift's	43c
SMOKED PICNIC SHOULDERS	Lb. Short Shank'd Lean	37c
CANADIAN BACK BACON	All boneless meat, no waste	69c
GROUND BEEF	Fresh All Meat	lb. 45c
FRESH PORK SAUSAGE		lb. 49c
PAN READY FRYERS	Fresh no waste	lb. 69c
FRESH OYSTERS	Med. Size	pt. 65c
FRESH FILLET SOLE	No bone	lb. 49c
FILLET RED SNAPPER	Real fresh	lb. 39c

MEAT with a double Guarantee. Trimmed Right and Waste FREE. The Meat with the Tender Taste. Swift's Quality Products always hit the spot at the dinner table.

- | | | |
|-----------------------------------|---|------------|
| DURKEE'S MAYONNAISE | It's the fresh eggs that make it better—QUART | 69c |
| SEEDLESS RAISINS | 4-LB. BAG | 49c |
| SPAGHETTI & MEAT BALLS | Haley's No. 1 Tin | 19c |
| CREAMERY BUTTER | Gold Crest LB. | 65c |

- | | | |
|-----------------------------------|-----------------------------------|-------------------|
| Kraft Cottage Cheese | Pint | 25c |
| Lima Beans | Genesee, Green & White, No. 2 tin | 15c |
| Del Monte Asparagus | Green tipped & White, No. 2 tin | 39c |
| Concord Grape Juice | Standby, Quart bottle | 39c |
| Chinese Dinner | Bengee, Pkg. | 49c |
| Spaghetti Dinner | Chef Boy-ar-dee, Pkg. | 39c |
| Canned Milk | All brands | 3 cans 35c |
| P. A. & Velvet Tobacco | 15c tins | 10c |
| Cigarettes | Popular Brands, carton | 1.39 |
| S & W Baked Beans | 28-oz. tin | 29c |
| S & W Brown Bread | Lb. tin | 23c |

1/3 EXTRA GET ACQUAINTED OFFER!

Water-Repellent GLO-COAT

You get 1/3 extra Glo-Coat at NO COST TO YOU!

1 1/2 pt. 59c 1 1/2 qt. 98c

Other good wax buys:

- Johnson's Paste Wax . . . 69c
- Johnson's Liquid Wax . . . 69c
- Johnson's Cream Wax . . . 69c
- Johnson's Ceru . . . 69c

- Vegetables** LOOK WHAT 25c WILL BUY!
- | | | |
|---------------------------|------------------------------------|-------------------------|
| LOCAL RHUBARB | FRESH PICKED FANCY THICK STALKS | 5 Lbs. 25c |
| LOCAL CARROTS | FRESH SWEET, NO TOPS | 5 Lbs. 25c |
| NEW POTATOES | U. S. NO. 1 SHAFTER WHITES | 5 Lbs. 25c |
| DRY ONIONS | U. S. NO. 1, OREGON YELLOW | 5 Lbs. 25c |
| NEWTOWN APPLES | HOOD RIVER, BEST FOR PIES OR SAUCE | 5 Lbs. 25c |
| LETTUCE | Crisp Green Solid Heads | 2 heads 25c |
| BELL PEPPERS | Fancy Florida | lb. 25c |
| ARTICHOKES | Large Tender | 2 for 25c |
| TOMATOES | Solid Ripe | 14-oz. Tubes 25c |
| ARIZONA GRAPEFRUIT | DESERT GROWN, LARGE SIZE | 3 for 25c |

ENTER MISSION'S BIG CONTEST!

2500.00 IN CASH PRIZES!

Local contest for amateurs only. 183 cash prizes in all—It's fun! It's easy—Just tell in 25 words or less why you like Mission's

EXTRA-RICH EGG NOODLES

1-lb. Pkg. **29c**

WHITE KING

Granulated Large Size	24c
Toilet Soap 4 BARS	20c

SPEEDY FOUNTAIN SERVICE

There's no waiting at our fountain . . . always plenty of room for all, and service is rapid. Try us while you are doing family food shopping or when you feel in the mood for a delicious fountain treat.

Try Our Delicious Fountain Snacks Today
NIELSEN'S FOUNTAIN LUNCH

NIELSEN'S MARKET

It's the **SAVING** ON EVERY ITEM THAT COUNTS

All prices in this ad effective through Sunday April 23. We reserve the right to limit quantities.

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