



DIRECT from market TO YOU!

Sweet Corn

FRESH GOLDEN

3 EARS 19c

BLISS TRIUMPH

New Red Potatoes 10 lbs. 49c

CRISP THICK STALKS

CELERY lb. 12c

FANCY VINE RIPENED

LARGE SLICING SIZE

California Tomatoes lb. 25c

FRESH TENDER YOUNG

GREEN ONIONS bunch 5c

NEW CROP COACHELLA VALLEY
SWEET AND JUICY

GRAPEFRUIT 3 for 25c

A Treat with Any Meal

Imperial Valley

CANTALOUPE

2 for 25c

LARGE FULL PODS

FRESH PEAS 2 lbs. 25c

NEW CROP SWEET

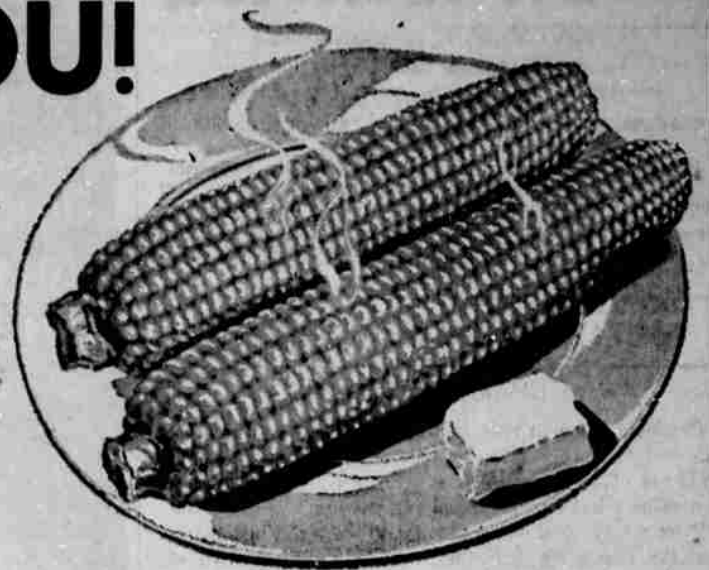
WHITE ONIONS 4 lbs. 29c

SOLID CRISP HEADS

LETTUCE 2 heads 19c

LARGE STUFFING SIZE

BELL PEPPERS lb. 25c



All of the produce that you find in our displays is shipped direct from the wholesale market to you. We buy only the freshest produce obtainable and then have it rushed to our store by fast refrigerated trucks. This makes all of the produce that you select from our displays hours fresher and means that you get only the most crisp vegetables. Buy all of your vegetables from our displays and you will notice the difference through less waste and lower cost. And best of all, every purchase made in our produce department costs you less. Always buy your fruits and vegetables from Nielsen's.

All Prices in this Ad
Effective from 1 p. m. Thursday
thru Sunday, May 14

TANG SALAD DRESSING

For tastier salads,
QUART JAR 45c

FRUIT COCKTAIL

Hunt's, just the right size for
2 or 3. 8-oz. tin 10c



SOIL-OFF

The Short Cut Cleaner for
Walls and Woodwork

24-oz. bottle 39c

CORNEED BEEF

LOYAL

12-oz. Tin 35c

OVEN BAKED BEANS

BROWN CROCK
28-oz. Tin 19c

WHITE STAR TUNA

CHUNK STYLE
No. 1/2 Tin 29c

Sliced Dried Beef Rath's, 2 1/2-oz. jar 33c

Meat Tenderizer Adolph's, 4-oz. jar 49c

Hershey's Dainties Chocolate Bits, Pkg. 19c

HERSHEY'S Baking Chocolate 8-oz. Pkg. 39c

Cake Flour Swansdown, 2 1/4-lb. Pkg. 39c

Imitation Vanilla 8-oz. bottle 15c

Gold Medal Flour 25-lb. sack 1.98

Spreckels Sugar 10-lb. bag 89c

Borax Powder 2-lb. box 29c

Boraxo 4-oz. tin 17c 8-oz. tin 28c

Simonize Liquid Wax, Quart tin 98c Pint 59c

Frostie Ice Cream Mix 2 pkgs. 27c

Ice Cream Cones Delicia, 18 count Pkg. 19c

Arden Ice Cream Brick pack, quart 19c



FRESH FROZEN

PAN READY FRYERS

Average Weight 1 1/2 Lbs.

1.29

Fresh Frozen Peas Garden, Pkg. 19c

GARDEN Fresh Frozen Peas & Carrots Pkg. 19c

FOR MOTHER'S DAY
SUNDAY, MAY 14TH

SCHRAFFT'S CHOCOLATES
In Assorted Size Boxes

Redeem your
Swift Coupons Here

Swiftning-3lbs. 68c with coupon

Swift's Cleanser 3 CANS 25c with coupon

Allsweet 1-lb. 24c with coupon

Bartlett Pears Wilamet, Halves, No. 2 1/2 tin 23c

Kadota Figs Ardell, No. 2 1/2 tin 25c

Libby's Garden Peas No. 2 tins 35c

OREGON'S FINEST FANCY Cream Style Corn No. 303 tin 2 tins 25c

Cut Green Beans Creswell, No. 2 tin 2 tins 29c

Rock Fish Denco, rich tasting, delicious, No. 1/2 tin 11c

LOYAL 12-oz. Tin 35c

BROWN CROCK 28-oz. Tin 19c

CHUNK STYLE No. 1/2 Tin 29c

Red Raspberry Preserves 2-lb. jar 69c

PURE JELLY 12-oz. tumbler 19c

Sunshine Hi No CRACKERS Lb. box 29c

Brown 'n Serve Rolls Patterson's, Dozen 20c

Filled Sugar Wafers Lb. bag 39c

Iced Honey Jumbles Lb. bag 39c

McCormick's Tea Orange Pekoe, 50-bag carton 57c

Shredded Wheat Sunshine, 12-oz. Pkg. 15c

Corn Flakes Kellogg's, 13-oz. Pkg. 19c

Creamed Honey Sioux Bee, lb. carton 25c

Dinner Napkins Zee, 40 count 2 pkgs. 25c

FINEST in MEATS The Meat with the Tender Taste

SWIFT'S PREMIUM HAMS Half or Whole 14-16 lb. Av. SPECIAL, LB. 53c

SLAB BACON By the Piece Sugar Cured, LB. 39c

ROASTING HENS Prime No. 1 lb. 39c	SPECIAL FRESH OYSTERS Med. Size 8-10 Count Pt. 53c	Fillet Sole lb. 49c
PAN READY FRYERS Fresh No Waste lb. 69c		Fillet Red Snapper lb. 45c
FRESH PORK HOCKS Economical Meal lb. 23c		Fillet Ling Cod lb. 45c
PURE PORK SAUSAGE Seasoned Right lb. 49c		Fresh SALMON
FRESH GROUND BEEF Ground Daily lb. 49c		Fresh HALIBUT

BEEF SHORT RIBS 1 lb. 25c

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 through Sunday, May 14. We reserve the right to limit quantities.

IVORY FLAKES Large Pkg. 24c	IVORY SOAP 2 FOR 25c
IVORY SNOW Large Pkg. 24c	IVORY SOAP 3 FOR 25c
CAMAY Reg. Size 23c	PERSONAL IVORY 3 FOR 17c
CAMAY BATH SIZE 2 FOR 21c	TIDE Giant Pkg. 69c
LAVA SOAP Med. Bar 9c	DREFT Large Pkg. 24c
DUZ Giant Pkg. 69c	1 lb. 31c
OXYDOL Giant Pkg. 69c	3 lb. 85c