

NIELSEN'S . . . Douglas County's Most Complete Food Shopping Center

Nielsen's is the store designed to give all of the popular brands that you like in one convenient shopping location. In our stock you can find the most simple of foods to the very fanciest of foods . . . all at prices to save you money. Don't be satisfied with finding a brand that you like one day and a week later be unable to buy that same brand. Nielsen's takes great pride in saying that they will always have the brands you want when you want them. Here on our shelves you will find thousands of items from which to select your menus. For savings on the best in foods always shop Nielsen's.

All Prices in This Ad Effective From Thursday Afternoon Thru Sunday, May 21



- Potato Chips Bluebell, 25c package **23c**
- Fresh Cucumber Pickles Hunt's, 12-oz. jar **15c**
- Whole Sweet Pickles Bonneville, 24-oz. jar **39c**
- Ripe Olives Loma Linda, Medium, No. 1 tall tin **29c**

POTTED MEAT

Royal Gelatine Desserts

SALTED CRACKERS

RATH LUNCHEON MEAT

Pancake Flour Centennial, 2 1/2-lb. Pkg. **29c**

Lumberjack Syrup 5-lb. tin **85c**

KIX Ready to eat Cereal, Pkg. **15c**

FLOUR Drifted Snow, 25-lb. sack **1.98**



White King Soap Powder

Large size package **24c**

Jasmine Tea Bags Foo Wall, Imported, 16-bag Pkg. **29c**

Pineapple Juice Standby, 46-oz. tin **39c**

KING KELLY Orange Marmalade 8-oz. Jar **2 for 25c**

Broken Shrimp Dundee, wet pack, 5-oz. tin **39c**

Nabisco Shredded Wheat 12-oz. package **16c**

Wrisley Toilet Soap 3-bar package **10c**

JOHNSON'S Car Plate Auto Polish Enough for 2 cars, tin **98c**

We have order blanks "KWIKI-PI" SANDWICH TOASTER SNOWDRIFT **BARGAIN! ONLY 60c** with word Snowdrift from metal band that unwinds with key

DUBUQUE'S For Quick Tempting Sandwiches 1/4 Size Tin **5c**

Assorted Flavors PKG. **5c**

Wisconsin Cheddar Cheese Borden's Pound Pkg. **49c**

PORK & BEANS Dennison's No. 1 Tall Tin **10c**



trend SAVE 6¢ REG. PRICE 24¢ **Special 19¢**

MARSHMALLOWS WONDERFOOD, 1/2-LB. PACKAGE **10c**

NESTLE'S CHOCOLATE BARS Plain or Almond, POUND BAR **39c**

Hydrox Cookies Sunshine, Large Pkg. **39c**

Sugar Wafers Pound bag **39c**

White Star Tuna Bite Size For Salads or Sandwiches



6 1/2-oz. tin **29c**

DEMONSTRATION SATURDAY SUNBLEST PRODUCTS SPECIALISTS IN CANNED GOODS

Lucious Tender Peas Mixed sizes, No. 2 tin **19c**

Petit Pois Peas Very small size, No. 303 tin **29c**

Apricot Nectar 12-oz. tin **13c**

Golden Yams Packed in sugar syrup, No. 3 squat tin **28c**

Also many other products that you will see and taste.

TOP QUALITY TRIMMED RIGHT AND WASTE FREE The MEAT with the Tender Taste "Blade Cuts" **BEEF POT ROASTS lb. 59c**



PAN READY FRYERS Waste Free Fresh Cut ups, lb. **69c**

STANDING RIB ROAST

Swift's Select the King of Roasts **LB. 79c**

RIB STEAKS GROUND BEEF SLAB BACON PURE PORK SAUSAGE

Fillet Sole, lb. **49c** Fillet Rock Fish, lb. **45c** Fresh Halibut, lb. **59c** Fresh Salmon, lb. **69c** Fresh Oysters, pt. **55c** Fillet Ling Cod, lb. **45c**

SWIFT'S SELECT FRESH DAILY BY THE PIECE, SUGAR CURED

lb. **79c** lb. **49c** lb. **39c** lb. **49c**

BEEF SHORT RIBS

Fine For Braising **LB. 25c**

WE DARE YOU--

To read this without drooling!

It's all about our fountain-lunch feature . . . FRESH STRAWBERRY SHORTCAKE. The cake is light and SO delicious—served in a deep bowl—with creamy-smooth ice cream buried in the cake—all smothered in lots and lots of fresh strawberries and topped with gobs of whipped cream.

SOUNDS GOOD? COME TO

NIELSEN'S FOUNTAIN LUNCH

SWEET, VINE-RIPENED CANTALOUPE **2 for 25c**

FRESH PICKED FOR FINEST QUALITY GOLDEN BANTAM SWEET CORN 4 large ears **25c**

CUCUMBERS 2 for 19c

FIELD GROWN Enjoy them often at a price you can afford

CRISP GREEN LETTUCE 3 DOZ. SIZE **2 heads 25c**

FANCY GRADE SUGAR SWEET FRESH PEAS **2 lbs. 25c**

TOMATOES

California Field Grown Picked Ripe for Finer Flavor **2 lbs. 23c**

PLUMP TENDER ZUCCHINI SQUASH **2 lbs. 25c**

Nielsen's again bring you a great value in finer produce . . . we're featuring FRESH SPRING CROP SPINACH of the finest quality obtainable. Picked fresh, carefully washed and packed in 12-ounce cellophane bags, ready to cook. This fine spinach rushed direct to Nielsen's from Mayfield's RedEserve Products Farms in Ashland, Oregon.

THE WEST'S FINEST SPINACH, large size cello bag **15c**

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

All prices in this ad effective through Sunday, May 21. We reserve the right to limit quantities.

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.