

NIELSEN'S PRICING METHOD GIVES CUSTOMERS THE "BREAKS" WHEN WHOLESALE PRICES CHANGE

For Example:

(1) When the wholesale price goes DOWN 2c this is what happens to merchandise on our shelves



(3) Only new merchandise placed on our shelves thereafter is marked



(2) When the wholesale price goes UP 2c the price of merchandise on our shelves stays as is



(4) This means you won't find this at NIELSEN'S



Thus, this Nielsen's pricing method gives you the lowest possible price at all times—for once an item is price marked and placed on our shelves that price is not changed unless it's reduced.

Solid Pack Tuna	Fancy Light Meat Flying Cloud, No. 1 flat tin	29c
Chateau Cheese Food	2 lb. loaf in plastic box	89c
Pork and Beans	Van Camp's No. 300 tin	10c
Sweet Peas	Happyvale Mixed Sizes, No. 303 tin	10c

Picnic Supplies

Paper Cups	Hot or Cold package	14c
Paper Plates	Belmont Fluted Edge	14c
Plastic SPOONS & FORKS	Pkg.	10c
Ripe Olives	Pitted, wt. Whitney Cadet, No. 211 tin	27c
Whole Sweet Pickles	Hunt's 12 oz. jar	29c
Cucumber Chips	HUNT'S 12 oz. jar	15c
Potato Chips	BLUE BELL 25¢ pkg.	19c

SHOP EARLY

NIELSEN'S will be closed Monday
LABOR DAY, Sept. 4.

Tomato Soup	RANCHO 3 10 1/2-oz. Tins	25c
TAMALES	LIBBY'S No. 1 Tall Tin	19c
Wet Pack Shrimp	DUNDEE Broken, 5-oz. Tin	39c
Frying Chicken	Rancher's Pride Half Chicken 1-lb. 13-oz. Tin	98c
Ice Cream Mix	FROSTEE 2 pkgs.	27c
Royal Puddings	3 pkgs.	23c

SAVE 20¢

JOHNSON'S
GLO-COAT
and
CREAM WAX
COMBINATION

Regular \$1.18 Value **ONLY... 98c**

GOLD MEDAL

"Kitchen-tested" 50-lb.
ENRICHED FLOUR 3.98

Cheerios 15¢
7-oz. Size

KIX 15¢
7-oz. Size

WHEATIES 15¢
"Breakfast of Champions" 8-oz. pkg.

Bisquick 39¢
Large Pkg.

Crustquick 19¢
PIE CRUST MIX

SOFTASILK 39¢
CAKE FLOUR

CAKE MIXES
Party Cake 35¢
Devils Food Cake 35¢
Ginger Cake 29¢

SOUP 35¢
FOR 3

DRIFTED SNOW 95¢
"Home-Perfect" 10-lb. Sack FLOUR

LABOR DAY MEAT SPECIALS

The Meat with the TENDER TASTE

Swift's Premium HAMS Skinned Half or Whole, lb.	63c
CHUCK ROASTS Swift's Blade Cuts, lb.	69c
RIB ROAST Swift's Select The King of Roasts, lb.	89c
BEEF SHORT RIBS Fine for Braising, lb.	29c
GROUND BEEF Fresh Daily, lb.	59c
Pan Ready FRYERS Fresh Cut Ups, lb.	79c
Fresh Roasting HENS U.S. No. 1's, lb.	45c

PURE PORK SAUSAGE Seasoned Right, lb. 55c

Fresh
OYSTERS, pt. 65¢
Sliced SALMON, lb. 69¢
Fillet SOLE, lb. 49¢
Fillet LING COD, lb. 45¢
Fillet ROCK COD, lb. 45¢

Treat the family to Gooseberry Pie!

GOOSEBERRIES YAMHILL No. 2 Tin	29c
Pie Crust Mix GOOD LUCK	15c

S & W COFFEE

Lb. Tin 85¢
2 Lb. Tin 1.69

KERR'S PRESERVES & JELLIES

Fruit Preserves LB. JAR	29c
Assorted Jelly 12-oz. TUMBLER	19c
Raspberry Preserves LB. JAR	39c
Strawberry Preserves LB. JAR	39c

POPULAR BRAND CIGARETTES Carton	1.49
Chewing Gum ALL KINDS 3 pkgs.	10c
PAPER TOWELS 2 rolls	29c
CANNED MILK Tall Cans 2 for	25c
SUGAR powder or brown LB. BOX	13c
Colored Toilet Tissue 2 rls.	29c

SUPER SUDS Large Package	29c	PALMOLIVE REG. SIZE 3 for 25	Cashmere Bouquet REG. SIZE 3 for 25	FAB Large Package 29c
VEL Large Package	29c	PALMOLIVE BATH SIZE 2 for 23	Cashmere Bouquet BATH SIZE 2 for 23	PEETS Large Package 35c
				AJAX 2 tins 25

NIELSEN'S MARKET

"IT'S THE SAVING ON EVERY ITEM THAT COUNTS"

LOCATED NEAR SOUTH CITY LIMITS ON HIGHWAY 99