

BUILD BETTER MEALS With Better Buys from Nielsen's Lower Prices

WISCONSIN CHEESE SPREAD Hillcrest—2 Lb. Loaf Slices, Spreads, Bakes **89¢**

SWIFT'S PEANUT BUTTER Creamy, Smooth—12 Oz. Jar Plastic Coaster Cap **29¢**

FANCY GOLDEN CORN Sun Valley—Cream Style No. 303 Tin **2 for 25¢**

Orange Pekoe **Tree Tea Bags** 48 Bag Pkg. **49c**
Real Gold **Pure Lemon Juice** 4 Oz. Tin **10c**
Real Gold **Grapefruit Base** 2 Cans **15c**
Nestle's **Instant Cocoa** Lb. Tin **49c**



Build better meals for your family everyday by doing your family food shopping at the store that gives you better quality and service at the lowest possible prices. Nielsen's have been built on the basis of saving you, the customer, every cent possible. Shop our store for every need in food from baby food to the thickest and juiciest steaks. You'll save on every item. Come in and save on your food bill! Start tomorrow!

FRUITS & VEGETABLES

NEW POTATOES Creaming Size Shafters 5 Lbs. **19¢**

Tender New Crop **FRESH PEAS** Large Full Pods 2 Lbs. **25c**
Finest Flavor **Tomatoes** Lb. **23c**
Hot House **Cucumbers** Lb. **29c**

Newton Apples Extra Fancy and Fancy Best for Pies 5 Lbs. **25c**

White Grapefruit Arizona Desert Sweet 5 for **29c**

Golden Ripe **Bananas** 2 Lbs. **29c**

Spring Crop—Tender Tops **Turnips** 2 Bun. **19c**

Spreckles Sugar 25 Lb. Sack **\$2.35**

Fisher's Biskit Mix 2 1/2 Lb. Pkg. **45c**

SWIFT'NING 3 Lb. Tin **99c**

NUCOA Pound **35c** 2 Lb. Pkg. **69c**

Artichokes

Green and Tender **2 for 25¢**

Sunshine **Peanut Brittle** 9 Oz. Tray **29c**
All Kinds **Chewing Gum** 3 Packages **10c**

ONE STOP SHOPPING FOR ALL OF **Baby Needs**

Gerber's **Strained Foods** 12 Cans **99c**

Gerber's **Chopped Foods** 12 Cans **99c**

Gerber's **Meats for Babies** Can **21c**

Gerber's **Cereals** Pkg. **17c**

Bib **Orange Juice** 2 Cans **19c**

Pablum Lge. Pkg. **43c**

Swift's **Meats for Babies** Can **22c**

White Star **Tuna for Babies** Can **22c**

Johnson's **Baby Powder** 9 Oz. Tin **49c**

Complete **Baby Bottles** Plus Tax **25c**

Blended Juice Real Gold—Orange and Grapefruit 46Oz. Tin **25c**

Bumblebee Tuna Chunk and Flakes No. 1/2 Tin **29c**

Margarine Delrich—Squeeze Bag Pound **39c**

Potted Meat Loyal No. 1/4 Tin 3 for **25c**

Peeled Tomatoes Libby's Whole No. 2 Tin **23c**

Whole Apricots Hudson House No. 1 Tin **15c**

Deviled Ham Swift's—No. 1/4 Tin **19c**

Chopped Ham Swift's—12 Oz. Tin **59c**

Green Olives Mantilla—3 Oz. Jar **10c**

Broken Shrimp Dundee 5 Oz. Tin **39c**

Chopped Mushrooms S. S. G.—4 Oz. Tin **19c**

Whole Chicken Swanson's—Ready to Eat—3 1/4 Lb. Tin **\$1.98**

Oyster Stew Weigardt's—10 Oz. Tin **29c**

TRY FOLGER'S COFFEE To start the Day off RIGHT! Lb. Tin **89c** 2 Lb. Tin **\$1.77**



To start the Day off RIGHT!

BEEF CHUCK R'ST Swift Select lb. **69¢**

BEEF SHORT RIBS lb. **39¢**

PURE LARD 4lbs. **89¢**

Beef Rib Steaks Lb. **89c**

T-Bone Steak Lb. **\$1.14**

Beef Swiss Steak Lb. **98c**

STEWING CHICKENS Lb. **45¢**

Fresh Pork Hocks Lean and Meaty, Lb. **29c**

Fresh Oysters Medium Size Pint **69c**

Sliced Bacon Lb. **59c**

Pork Liver Lb. **49c**

Beef Liver Lb. **79c**



JOY For Instant Suds Bottle **33c**
DREFT Large Box **33c**
OXYDOL Large Box **33c**
DUZ Giant Box **85c**
TIDE Giant Box **85c**

FREE With Each Dozen Cans of Gerber's Baby Food During National Baby Week (Through May 5th) An Attractive, Durable Plastic **BABY BIB**

Martha Meade Created **FRESH ORANGE CAKE** Especially for **Snowdrift and Drifted Snow**

Emulsorized for quick-mixing **\$1.19**
Every bag some fine baking quality 25 Lb. Bag **\$2.19**
Fresh Oranges 200 Size Dozen **49c**

The Corn with the Pasta Flavor **NIBLET'S MEXICORN** 12 Oz. Tin **19c**
With the Green Giant on the label
De Cusco—8 Oz. Bottle **Garlic Dressing** **33c**

Home-Owned Home-Operated **NIELSEN'S MARKET**
IT'S THE SAVING ON EVERY ITEM THAT COUNTS
HIGHWAY 99 SOUTH — NEAR CITY LIMITS

All grocery prices in this ad are effective through Sunday, April 29. Meat and Produce prices effective thru Saturday. Store hours: Weekdays and Sundays 9 a. m. to 8 p. m.

TRY DELICIOUS NABISCO'S COOKIES IN CELOPHANE "You can't see flavor, so look for this seal!" **GAIETY COOKIES** Package **29c** **ANNIVERSARY ASSORTED** Pound Box **59c**

Dr. Ross' Horse Meal with Gravy for **DOGS & CATS** **LARGE CAN 20c** **DOG AND CAT FOOD 2 Cans 29c**