

Help yourself to Plenty O'Plenty!

There is no better feeling than that of making a wise purchase and saving money. All during the month of October, Nielsen's is featuring the "Harvest of National Brands". This is your opportunity to get the best for less. Come on out, do your shopping and pocket the difference. At Nielsen's, help yourself to plenty o' plenty all during October. Economically minded housewives do their family food shopping at Nielsen's . . . the store that gives them a saving on every item.



Nielsen's HARVEST of NATIONAL BRANDS

- STRAWBERRY PRESERVES KERR'S 12 OZ. TUMBLER 29c
- HUNT'S FRUIT COCKTAIL NO. 2 1/2 TIN 33c
- BROWN SUGAR OR POWDERED LB. PKG. 2 FOR 25c
- GOLD MEDAL FLOUR TO LB. SACK 89c
- PURE HONEY HEINS 5 LB. TIN 79c

MEAT SELECTIONS — Table Trimmed		
SUGAR CURED HAMS	Small Size Half or Whole	lb. 59c
FANCY FRYERS	FRESH CUT UPS	lb. 65c
FRYER TURKEYS	PAN READY	lb. 73c
SUGAR CURED SLAB BACON	By The Piece	lb. 39c
MORREL'S CANNED HAMS	Boneless Ready To Eat	lb. 83c
Fresh Ground Beef	Pure Pork Sausage	Fresh Oysters
lb. 65c	lb. 55c	Medium Size Pt. 69c

America's Favorite! Apple Pie'n Cheese



- DR. ROSS HORSE MEAT No. 1 Tin 22c
- BORDEN'S STARLAC Lb. Pkg. 39c
- SUN MAID RAISINS 15 Oz. Pkg. 23c
- PITTED DATES Dromedary 7 1/4 oz. pkg. 23c
- KERR'S MINCEMEAT 28 Oz. Jar 49c
- DRIED APPLES 8 Oz. Bag 29c
- WISCONSIN CHEESE SPREAD HILL CREST 2 LB. LOAF 79c
- FIG BARS A. B. C. 1 1/4 LB. PACKAGE 34c
- GREEN OLIVES RIO GRANDE 10 OZ. JAR 21c
- MISSION EGG NOODLES POUND BAG 29c
- SCHILLINGS COFFEE LB. 2 LB. TIN 89c 1.77

McCORMICK TEA
 Try this Finer Tea Today
 1/2 Lb. Pkg. 65c
 Lb. Pkg. 1.29
 25 Bag Pkg. 29c

Direct From The Farm To You FARM FRESH PRODUCE

- EXTRA FANCY and FANCY Yakima Jonathan Apples 35 lb. loose box \$1.98
- SWEET - JUICY - 288 SIZE Sunkist Oranges 2 doz. 59c
- FROM LOCAL GARDENS Squash Danish, Hubbard, Banana lb. 5c
- CRISP - GOLDEN - LOCAL Carrots No Tops 2 lbs. 15c
- SWEET - RIPE - LOCAL Bartlett Pears 3 lbs. 25c
- TENDER - STRINGLESS Kentucky Wonder Beans 2 lbs. 35c
- GOLDEN CROSS BANTAM Local Sweet Corn doz. 49c
- U.S. NO. 1 Red Yams 2 lbs. 29c

CITRUS JUICES

Orange - Blended - Grapefruit Florida No. 2 Tin 9c

Ready to Serve **YELLOW CUBES**
 Durkee's MARGARINE LB. 2 LBS. 33c 65c

- FRENCHES MUSTARD 9 Oz. Jar 15c
- POPCORN Jolly Time 10 Oz. Tin 20c
- SHREDDED WHEAT NBC 12 oz. pkg. 19c
- CAKE FLOUR Swansdown 2 3/4 Lb. Pkg. 40c
- KRAFT DINNERS Package 14c

GET THE REAL THING WHITE KING SOAP
 GIANT PACKAGE 63c

VIRGINIA LEE
 writes one of her most thrilling stories for **BETTER LIVING** Magazine
OCTOBER ISSUE NOW ON SALE! 5c

- SIERRA PINE Reg. Bar 4 for 28c
- WATER SOFTENER White King Package 25c
- SCOTCH CLEANSER Package 13c

QUICK! THRIFTY! DELICIOUS!
INSTANT Chase & Sanborn
 Only 'Instant' backed by 87 years of coffee experience
 4 Oz. Jar 54c

- C & H SUGAR 25 Lb. Bag 2.53
- SOS PADS 10 Pad Pkg. 23c
- CALGON Package 39c
- ALL DETERGENT 10 Lb. Pkg. 2.49
- SANI FLUSH Large Tin 23c
- LINIT STARCH 32 Oz. Pkg. 39c
- DIAMOND MATCHES 6 Box Ctn. 39c
- SOFT WEAVE TISSUE 2 Rolls 29c
- KLEENEX 300 Count Package 28c
- GOLD SEAL GLASS WAX Pt. Tin 59c
- AEROWAX LIQUID WAX 1/2 Gal. Tin 98c

POST-TENS
 Tray of 10 Pkgs. 35c

HUNT'S SPINACH SLICED BEETS

- NO. 2 TIN 2 FOR 29c
- WILAMET NO. 2 TIN 10c
- WILAMET PEARS NO. 2 1/2 TIN 33c
- FANCY PEAS HUDSON HOUSE NO. 303 TIN 17c
- SOUR CHERRIES STOKELY PITTED NO. 2 TIN 25c
- KERNEL CORN WHOLE KERNEL DIAMOND "A" NO. 303 TIN 16c
- SEASIDE LIMA BEANS LARGE DRY COOKED NO. 2 TIN 15c

Direct to you from Heinz Famous Kitchens
HEINZ NEW CROP VALUES

- HEINZ KETCHUP 14 Oz. Bottle 25c
- HEINZ TOMATO SOUP 10 1/2 Oz. Tin 12c
- HEINZ OVEN BAKED BEANS Lb. Tin 18c
- HEINZ 57 SAUCE 8 Oz. Bottle 32c
- WORCESTERSHIRE SAUCE Heinz 5 Oz. Bot. 29c
- HEINZ CUCUMBER PICKLES Pint 29c

Arthur Godfrey Suggests:
TRY PILLSBURY'S LIGHTER PANCAKES!
Pillsbury PANCAKE MIX 10 lb. Bag 98c

All grocery prices in this ad effective through Sunday, Oct. 7. Meat and produce prices effective thru Saturday. Store hours: 9 a.m. to 8 p.m.

NIELSEN'S MARKET
 IT'S THE SAVING ON EVERY ITEM THAT COUNTS
 Highway 99 South Near City Limits FREE PARKING