

FOLLOW THE EVERYDAY LOW NIELSEN'S



PARADE TO PRICES AT

It is not what you save on specials that counts up to dollars... it's the saving on every item that counts. At Nielsen's you save on every item purchased. Our prices are among the lowest to be found during these times of higher prices. Come out, do your shopping and you will discover the pleasure of buying in a store designed for easier shopping... it's the savings that you have made. Don't wait another day, shop Nielsen's and you will see that you have saved on every item. All grocery prices effective through Sunday, May 4. Meat and produce prices effective through Saturday.

When it's CLOROX-CLEAN... it's Hygienically Clean!

CLOROX Disinfects Bleaches Deodorizes Removes Stains

QUART.....17c
GALLON.....49c

SWEET POTATOES HUDSON HOUSE	NO. 3 TIN	27c
GOLDEN YAMS SUNBLEST—SYRUP	PACK NO. 2 TIN	34c
SMALL GREEN LIMAS H & D	NO. 2 TIN	16c
RUBY WHOLE BEETS WILAMET MEDIUM	NO. 2 TIN	12c
NEW POTATOES HUNT'S WHOLE	NO. 300 TIN	10c

OXYDOL 29c
69c

DREFT 31c
79c

CAMAY 3/25c
3/35c

NEW '52 FORD every day

Enter Today! 20 Daily Contests

1001 PRIZES Grand Prize \$5000 CASH

EXTRA! 1000 gallons of gasoline if you send a box top from Giant Oxydol or Giant Dreet or 3 Bath Camay wrappers. SEE US FOR DETAILS

SHORT SHANKED PICNICS Smoked Sugar Cured **lb. 39c**

SLAB BACON BY THE PIECE	SLICED BACON LEAN STANDARD PACK
lb. 39c	lb. 43c

BEEF SHORT RIBS Try Them Braised **lb. 35c**

HEN TURKEYS OVEN READY **lb. 59c**

LEG-O-LAMB U.S. Choice or Good	SWISS STK. Beef LB. 98c	FRESH GROUND BEEF All Meat
lb. 85c	PORK CHOPS Center LB. 69c	lb. 59c
LAMB SHLDR. ROAST U.S. Choice or Good	PORK STEAKS LB. 49c	PURE PORK SAUSAGE Country Style
lb. 65c	SPARE RIBS Pork LB. 59c	lb. 39c
	TURKEYS Frying LB. 69c	
	OYSTERS Fresh PT. Med. Size 69c	

SWIFT'S PEANUT BUTTER MORE BOUNCE TO THE OUNCE 20-Oz. Jar **49c**

NUCOA MARGARINE COLORED QUARTERS **2 Lbs. 49c**

SWIFT'S SWIFTNING FOR FRYING--COOKING **3 lb. TIN 69c**

FRESH ROASTED WHOLE BEAN COFFEE

Airmail Blend	lb. 79c
Supreme Blend	lb. 82c

GRIND IT FRESH YOURSELF FOR THE UTMOST IN COFFEE FLAVOR

Perfect Lunch! **Sunshine SUGAR HONEY Grahams** ONE POUND **33c** and MILK!

HEINZ QUALITY FOODS

KETCHUP 14 Oz. Bottle	25c
57 STEAK SAUCE 8 Oz. Bottle	32c
CHILI SAUCE 12 Oz. Bottle	39c
HORSERADISH Powdered 2 1/2 Oz. Bottle	39c
CUCUMBER PICKLES Pint Jar	29c
MIDGET GHERKINS Sweet 7 1/2-Oz. Jar	39c

THE BEST IN FRESH PRODUCE

RHUBARB Local Crop, Crisp	4 LBS.	25c
ASPARAGUS Medium Size Spears	2 LBS.	25c
LETTUCE Firm, Solid Heads	2 HEADS	25c
BELL PEPPERS Bright Green	POUND	29c
NAVEL JUICE ORANGES Fancy Sunkist	2 DOZ.	39c

FOR YOUR SALAD BOWL

RADISHES Bunch	5c	GREEN ONIONS Bunch	5c
TOMATOES 14 Oz. Tube	29c	CUCUMBERS Hot House	Lb. 29c
WATERCRESS Bunch	29c	ROMAINE Bunch	15c
ENDIVE Bunch	15c	CELERY ROOT Each	15c

Zoan 16-Oz. Pkg. **23c**

WHOLE WHEAT CEREAL

JAN-U-WINE 1c SALE

Veg. Chop Suey 32c
Chow Mein Noodles 1c
BOTH FOR 33c

DRIFTED SNOW FLOUR 25 LB. SACK **2.19**

C&H CANE SUGAR 25 LB. SACK **2.53**

POWDERED MILK BORDEN'S STARLAC LB. CTN. **39c**

GRAVENSTEIN APPLESAUCE Stokely No. 303 Tin 3 for **45c**

HOMINY HUDSON HOUSE GOLD OR WHITE NO. 303 TIN **12c**

BARTLETT PEARS ROSEDALE NO. 303 TIN **25c**

WHOLE APRICOTS HUNT'S NO. 2 1/2 TIN **28c**

BUY More people use Morton's

FOLGER'S COFFEE 11c

Plain or Iodized

Lb. 89c 2 Lbs. 1.77

STIDD'S CHICKEN TAMALE 7-OZ. TIN **19c**

WISCONSIN CHEESE HILLCREST SPREAD 2 LB. LOAF **79c**

BORDEN'S MACARONI DINNER PKG. **10c**

BROKEN SHRIMP DANNY BOY 5-OZ. TIN **29c**

TOMATOES DUNDEE NO. 2 1/2 TIN **23c**

BORDEN'S NEWEST MAYONNAISE

Pint... 33c Qt. ... 59c

SALAD DRESSING

Pint... 29c Qt. ... 49c

HIWAY 99 SOUTH NEAR CITY LIMITS

NIELSEN'S MARKET

IT'S THE SAVING ON EVERY ITEM THAT COUNTS

FREE PARKING

OPEN 9 a.m. to 8 p.m. SUNDAYS 9 a.m. to 7 p.m.

20 MULE TEAM PRODUCTS

BORAX DOORLESS CLEANSER FOR FOOD CONTAINERS 2-Lb. Ctn. **35c**

Spangles DANCE WAX **39c**

BORAXO REMOVES STUBBORN DIRT AND GREASE Lb. Tin **31c**