

YOU CAN

TAKE IT WITH YOU

AND SAVE MONEY

When your groceries are packed out to your car at Nielsen's, you will have the satisfied feeling of thrift. Every item in our store is brought to you at the very lowest possible price. Lower prices at Nielsen's are no accident, they have been planned. We buy in large quantities, watch our overhead and take full advantage of special offers. With the savings that occur through these buying methods, we are able to sell our merchandise at lower prices. Shop our complete food market, stocked with America's finest foods, and you, too, will notice that our prices save you money. Make it a habit to shop Nielsen's everytime and pocket the savings.



All grocery prices in this advertisement effective through Sunday, May 18. Meat and produce prices effective through Saturday. We reserve the right to limit.

Dole Sliced Pineapple 9 oz. flat tin **2 For 25¢**
Chateau Cheese Food Borden's 2 lb. loaf **89¢**
Bisquick 40 oz. pkg. **43¢**
Butter Umpqua or Mel-O-Maid lb. **75¢**

HOME FREEZER SPECIAL PAN READY
OVEN-READY CHICKENS, Fresh Frosted lb. **45¢**
 THESE BIRDS WILL AVERAGE 3½ LBS. OR ABOUT \$1.40 Each

BEEF SHORT RIBS U. S. Good lb. **39¢**

BEEF CHUCK ROAST Blade Cut - U. S. Good Lb. **75¢**

FRESH GROUND BEEF lb. **59¢**

FRESH FRYERS Fancy Cut Ups lb. **65¢**

OVEN READY		PINT
HEN TURKEYS lb. 59¢	FRESH OYSTERS 69¢	
BY THE PIECE		L.B.
SLAB BACON lb. 39¢	FILLET RED SNAPPER 39¢	
SUGAR CURED		L.B.
SLICED BACON lb. 45¢	FILLET OF SOLE 59¢	
PURE LARD 4 lbs. 55¢	SLICED SALMON 85¢	L.B.

ITALIAN PRUNES, med. size, 2-lb. cello **35¢**
KARO SYRUP, light or dark, 5-lb. can **59¢**
Stidd's Chicken Noodle SOUP, 10-oz. can **2/25¢**
PICKLED PEPPERS, McGowan's 3-oz. **10¢**

KERR'S JAMS - JELLIES

 **Strawberry Preserves** 12-oz. glass **29¢**
Grape Preserves 12-oz. glass **25¢**
Jelly, Assorted 12-oz. glass **23¢**
Apple Butter 28-oz. Jar **37¢**


White Star TUNA
 Bite Size
 No. 1/2 Tin **29¢**

NESTLE'S MORSELS Semi-Sweet 6-oz. bag **19¢**

ALUMINUM FOIL Western 25-Ft. rolls **29¢**

SWEETHEART TOILET SOAP 4/26¢

STARLAC POWDERED MILK 1-Lb. **39¢**
WESSON OIL Quart Bottle **59¢**
TAMALES IXL California 7¾-Oz. Can **11¢**
ALL PURE MILK Tall Cans **2/25¢**

M.J.B. COFFEE



MORE COFFEE FLAVOR TO THE POUND.
 lb. tin **89¢** 2 lb. tin **1.77**

HIWAY 99 SOUTH NEAR CITY LIMITS

For the BEST BANANA PUDDING use NABISCO Vanilla Wafers **26¢**

GRAPE PRESERVES Dana Merle 2-lb. Jar **39¢**
RED PLUM PRESERVES E. A. Wright 2 lb. jar **39¢**
CONCORD GRAPE JUICE Twin Paks 24 oz. bottle **29¢**

DILL PICKLES Del Monte 24-Oz. Jar **35¢**
RIPE OLIVES Madera Select No. 1 Tin **22¢**
MUSTARD Schilling's 6-Oz. Jar **10¢**
FIG BARS ABC 1¼-Lb. **34¢**

PUREX SAFER FOR LINENS BECAUSE IT'S PURE ½ Gal. **29¢**
 Gal. **49¢**

LIQUID WAX GOLD SEAL Pint **29¢**
VANO BLEACH Powdered Pkg. **39¢**
VANO LIQUID STARCH Quart **23¢**
FIRECHIEF MATCHES Carton **37¢**
DOG FOOD PLEASE No. 1 Tin **3/25¢**

New AND TASTY WAYS OF SERVING VEGETABLES
MEALS FOR TWO
DELICIOUS FRUIT PUNCHES

Better Living MAGAZINE

NOW ON SALE AT THE CHECK-OUT COUNTERS **5¢**

VOTE TOMORROW

the Only margarine made with Sweet WHOLE MILK DELRICH Yellow Quarters lb. **29¢**

LAUNDRY STARCH 36-Oz. **39¢**

TASTES BETTER... COSTS LESS
REAL GOLD ORANGE BASE
MAKES 1 QUART **16¢**

COTTAGE CHEESE Borden's Pint **29¢**
RHUBARB SAUCE Oregon 13 oz. jar **10¢**
POTATO CHIPS Bluebell 25¢ pkg. **23¢**

UMPQUA ICE CREAM Brick QUART **49¢**
GINGER SNAPS ABC 1¾-Lbs. **39¢**
KRISPY CRACKERS 2-Lb. Box **49¢**
KRAFT CARAMELS 1-Lb. Cello **39¢**

ENTER WHITE KING'S \$72,000 BENDIX CONTEST
 GET ENTRY BLANKS HERE

WHITE KING SOAP PDR. Large **29¢**
WHITE KING SOAP PDR. Giant Package **59¢**
WHITE KING WATER SOFTENER **25¢**
SCOTCH CLEANSER **12¢**
SERRA PINE SOAP Reg. Size **3/25¢**

MAINE SARDINES Holmes, ¼ tins **2/19¢**
TOMATO PASTE Diana 6-oz. tin **2/15¢**
INSTANT MAXWELL HOUSE COFFEE 2-oz. Jar **39¢**

COUNTRY FRESH PRODUCE

SWEET CORN Garden Fresh Hydro-Cooled 3 Ears **25¢**

STRAWBERRIES FRESH DAILY 2 Baskets **49¢**

U. S. NO. 1 LONG WHITE NEW POTATOES (We Reserve the Right To Limit) **10 lbs. 69¢**

TOMATOES Vine Ripened 2 LBS. **49¢**

CARROTS Crisp Golden 2 BUN. **19¢**

TURNIPS Tender Tops 2 BUN. **19¢**

NEW PEAS Full Green Pods 2 LBS. **29¢**

YELLOW ONIONS New Crop 2 LBS. **25¢**

RADISHES OR Green ONIONS BUNCH **5¢**



NIelsen's MARKET
 "IT'S THE SAVING ON EVERY ITEM THAT COUNTS"

FREE PARKING
 OPEN 9 a.m. to 8 p.m. Including SUNDAYS D.S.T.

Made by The Wesson Oil People
SNOWDRIFT EMULSORIZED SHORTENING **3 lb. 85¢**
WESSON OIL
 Pints **31¢** Quarts **59¢**