

Serve Yourself to a Happy New Year

NEILSEN'S WILL HELP YOU

SAVE 5 WAYS ON FOOD BILLS IN 1953



Sell You Top Quality Merchandise At The Right Prices
Stock National Brands You Know, Trust And Ask For
Have All You Need For One-Stop Shopping
Serve You Efficiently And Courteously
Profit From Your Questions And Suggestions

Best Wishes
FOR 1953!

From all of us at Nielsen's, A Happy New Year to our friends and customers - the finest customers a store ever had.

CAULIFLOWER

Fresh
Snoball
Heads

Lb. **9c**



FISHERS BISKIT MIX

40-oz. pkg.

39c

WHOLE CHICKEN

Park Lane, ready to serve, 3-lb. tin

\$1.49

STRAWBERRY PRESERVES

Kerr's, 12-oz. tblr.

3 for 79c

PEARS Ex. Fcy. D'anjou **2 lbs. 29c**

DANISH SQUASH Local Table Queen **Lb. 3c**

GREEN PEPPERS Large Bell **Lb. 19c**

ORANGES Large 150 Size Sunkist **Doz. 59c**

ONIONS Medium Central Point Sweet Spanish **3 lbs. 23c**

BANANAS Firm Ripe **2 lbs. 25c**

GRAPES Emperors **2 lbs. 25c**

Spaghetti Porters, 24-oz. pkg. **30c**

Spaghetti Sauce Franco American 10 3/4-oz. tin **29c**

Noodles & Turkey Rancher's Pride 29-oz. **49c**

Whole Oysters Royal Chief, Pacific 7-oz. tin **39c**

Tamales IXL Calif. 8-oz. tin **11c**

Crab Meat Danny Boy No. 1/2 tin **57c**

Shoestring Potatoes Bluebell No. 2 1/2 tin **19c**

China - Beauty	Texas Tavern
Chinese Dinner	Mexican Dinner
Vegetable	Complete
59c	1.09

"VALU-TRIM" CHOICE MEATS

Sugar Cured **SMOKED HAMS** Half or Whole **59c**
Small Size Lb.

FANCY FRYERS Fresh Cut Up **Lb. 65c**

STANDING RIB ROAST U.S. Choice **Lb. 79c**

PORK ROAST Center Shoulder Cuts **Lb. 39c**

PORK STEAK Lean Meaty **Lb. 39c**

Beef Short Ribs

Lb. U.S. Choice **25c**

Pure Pork Sausage

Lb. Country Style **39c**



Tom & Jerry Batter **Lb. ctn. 59c**

Coke & 7-Up Plus deposit **6 for 45c**

Mixers Canada Dry Plus dep. 28-oz. btl. **25c**

Smoked Oysters Whole No. 1/4 tin **39c**

Ginger Beer 12-oz. btl. **19c**

Maraschino Cherries 8-oz. btl. **29c**

Anchovies Flat 2-oz. tin **29c**

Pretzels Sunshine 5-oz. box **23c**

Nielsen's Fancy

TUNA

Solid Pack, No. 1/2 tin **33c** Chunk Style, No. 1/2 tin **29c**

Cheese Spreads Kraft 5-oz. jars **2 for 35c**

Tomato Juice Campbell's 46-oz. tin **19c**

Sweet Potatoes Taylor's No. 3 tin **33c**

Pie Cherries Diamond A Sour No. 2 tin **25c**

Mushrooms SSG Chopped 8-oz. tin **39c**

Cocktail Onions Imported 3 1/4-oz. jar **33c**

Plum Pudding Heinz 15-oz. tin **59c**

Marshmallows Wonderfood lb. bag **25c**

Brown 'N' Serve Rolls pkg. **25c**

Swift'ning 3-lb. tin **79c**

Fishers Flour 25-lb. **1.98**

Powdered Sugar C&H Lb. **10c**

Powdered Milk Deri-Lac, lb. pkg. **37c**

All Pure Milk Tall tins **2 for 27c**

We Will Close At 6 P.M. New Year's Eve
Closed New Year's Day

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

FREE
PARKING
OPEN
9 A.M.
to 8 P.M.
INCLUDING
SUNDAYS



There's MORE to
CLOROX
than gentler bleaching!

It's a
4 in 1
product!
BLEACHES
REMOVES
STAINS
DEODORIZES
and
Disinfects

Gallon **49c**



"SOMETHING
TO ENJOY"
Golden West
Coffee

TODAY and everyday

GOLDEN WEST COFFEE

1 LB. --- **89c**

2 LB. --- **1.77**

VACUUM PACKED
TO PROTECT FRESHNESS



GET YOUR MAN WITH A
SADIE HAWKINS BREAKFAST

CREAM OF WHEAT LARGE PKG. **32c**

Albers Oats 3 Lb. Pkg. **34c**

Fishers Zoom 16-oz. Pkg. **24c**



YOU GET MORE with **SUNSHINE KRISPY CRACKERS** THE FLAKY-THIN SALTINE! **49c** 2-lb. box

RINSO GIANT **59c** **SWAN** 3 for **25c**

LUX LARGE SIZE **29c** **SWAN** 2 for **27c**

LUX TOILET SOAP **3 for 25c** **LIFEBUOY** 3 for **25c**

SURF LARGE SIZE NO-RINSE **31c** **SPRY** 3 LB. **79c**

HIWAY
99
SOUTH
NEAR
CITY
LIMITS