



AT NIELSEN'S

You will always find plenty of convenient FREE PARKING space. Regardless, of where you park on our big parking lot, your grocery purchases are carried directly to your car. There's no jockeying the car through the lot to have your car loaded.



AT NIELSEN'S

You'll enjoy the convenient ease of shopping you find at Nielsen's. You can do all of your shopping in one constant traffic pattern, no back tracking. Each department, table and display is clearly labeled to help you find what you want.



AT NIELSEN'S

First, you will find only well-known brands in our store. Second, every item is priced to save you money. When you do your food shopping at Nielsen's you are assured of complete satisfaction or your money will be cheerfully refunded. Third, you not only save money at Nielsen's, you also save time. Only at Nielsen's do you find top grade brands at the lowest possible prices.

# YOU SAVE ON EVERY ITEM AT NIELSEN'S

|                                           |                |            |
|-------------------------------------------|----------------|------------|
| BROKEN SHRIMP Danny Boy                   | 5-oz. tin      | 3 for 1.00 |
| GRAPE JELLY Pennant, pure                 | 20-oz. tumbler | 33c        |
| PURE PRESERVES Pennant, Apricot—Pineapple | 20-oz. tumbler | 39c        |
| SKIPPY DOG FOOD                           | No. 1 tin      | 3 for 25c  |
| FRIL-LETS EGG NOODLES                     | pound bag      | 33c        |
| FRENCH'S MUSTARD                          | 24-oz. jar     | 33c        |
| BARBECUE SAUCE French's                   | 5-oz. bottle   | 19c        |



Carton of 48 Bags 57c

|                                              |              |     |
|----------------------------------------------|--------------|-----|
| FAMILY FLOUR Finer                           | 10 lb. sack  | 79c |
| DOG MEAL Sure Champ                          | 4 lb. pkg.   | 43c |
| TOILET TISSUE Finer                          | 4 rolls      | 29c |
| HOUSEHOLD TOWELS Finer                       | 2 rolls      | 35c |
| JEWEL SHORTENING Save 50c with coupon in can | 3 lb. tin    | 77c |
| KLEENEX TISSUES                              | 300 ct. pkg. | 20c |
| TANG SALAD DRESSING                          | Quart jar    | 49c |

**CHET'S CHICKEN PIES** Fresh Frozen, Also BEEF PIE 4 for \$1.00  
**FROZEN STRAWBERRIES** Pride of Oregon, 10 oz. pkg. 3 for 59c  
**BORDEN'S MAYONNAISE** Quart Jar 48c

**LOMA LINDA PRODUCTS**

|                  |             |     |
|------------------|-------------|-----|
| BREAKFAST CUP    | 12-oz. pkg. | 32c |
| VEGMEAT BURGER   | 30-oz. tin  | 67c |
| VEGMEAT STEAKS   | 30-oz. tin  | 67c |
| CUTLETS 'N GRAVY | 14-oz. tin  | 41c |
| VIENERS          | 15-oz. tin  | 59c |
| SANDWICH SPREAD  | 5-oz. tin   | 19c |

## VIGORO

Complete Plant Food. Easy To Apply 50 lb. sack 1.89

**FARM FRESH PRODUCE**

**ASPARAGUS** Fancy Long Spears of Long Green Grass Direct From Stockton Fields 2 lbs. 29c

| NEW                                           | FRESH                                      | JUICY                                     |
|-----------------------------------------------|--------------------------------------------|-------------------------------------------|
| <b>POTATOES</b> U. S. No. 1 Florida Red Bliss | <b>Cucumbers</b> Fancy Florida Field Grown | <b>ORANGES</b> New Crop Arizona Valencias |
| 3 lbs. 19c                                    | EACH 10c                                   | 5 lb. bag 49c                             |

|                          |                            |                      |
|--------------------------|----------------------------|----------------------|
| <b>WHOLE KERNEL CORN</b> | HUNTS "Hunts for the Best" | No. 300 tin each 10c |
|--------------------------|----------------------------|----------------------|

**Thrifty Meat Cuts**

Swift's Premium Full Half or Whole **SKINNED HAMS** **lb. 69c**

Hormel **SMOKED Picnics** **lb. 45c**

|                                               |                                                      |                                                  |
|-----------------------------------------------|------------------------------------------------------|--------------------------------------------------|
| <b>SLAB BACON</b> By The Piece <b>lb. 59c</b> | <b>BACON JOWLS</b> Fine For Seasoning <b>lb. 35c</b> | <b>PORK ROAST</b> Center Shoulder <b>lb. 49c</b> |
|-----------------------------------------------|------------------------------------------------------|--------------------------------------------------|

|                                                 |                                              |
|-------------------------------------------------|----------------------------------------------|
| <b>WATER SOFTENER</b> White King giant pkg. 49c | <b>WHITE KING SOAP POWDER</b> giant pkg. 52c |
| <b>SIERRA PINE SOAP</b> Reg. size 3 for 25c     | <b>COCO ALMOND SOAP</b> White King bar 10c   |
| <b>WHITE KING CLEANSER</b> 2 tins 25c           |                                              |

**SHREDDED WHEAT** Nabisco 12-oz. Box 19c

**KARO SYRUP** Green Label Maple Flavor 49c

|                                           |                                    |
|-------------------------------------------|------------------------------------|
| <b>HOMOGENIZED MILK</b> Umpqua 2 qts. 47c | <b>BUTTERMILK</b> Umpqua Quart 20c |
| <b>HALF &amp; HALF</b> Umpqua Quart 46c   | <b>SKIM MILK</b> Umpqua Quart 18c  |
| <b>UMPQUA FREEZE</b> 1/2 gallon 73c       |                                    |

|                                                                        |                                               |
|------------------------------------------------------------------------|-----------------------------------------------|
| <b>BROCCOLI</b> Tender Shoots Italian Style Approx. 1 1/2 lb. BUN. 15c | <b>EGG PLANT</b> Fine Flavor New Crop LB. 15c |
| <b>CELERY</b> Large Stalks Tender Crisp Pascal LB 9c                   |                                               |

|                                                    |                                                    |
|----------------------------------------------------|----------------------------------------------------|
| <b>ELECTRA SOL.</b> 26-oz. pkg. 35c                | <b>CALGON</b> 19-oz. pkg. 33c                      |
| <b>DIAL SOAP</b> Reg. size bar 2 for 25c           | <b>BON-AMI</b> Powdered 12-oz. pkg. 2 for 25c      |
| <b>BAKING SODA</b> A & H pound pkg. 10c            | <b>SPICED BEEF LOAF</b> Europa 12-oz. tin 29c      |
| <b>SPANISH RICE</b> Silver Skillet lb. tin 19c     | <b>CHILI with BEANS</b> Silver Skillet lb. tin 25c |
| <b>CORNED BEEF HASH</b> Silver Skillet lb. tin 29c |                                                    |

Better coffee every time... **SW COFFEE** **Lb. 99c**

All grocery prices in this advertisement effective thru Sunday, April 11. Meat and produce prices good thru Saturday. We reserve the right to limit. No Sales To Dealers.

HIGHWAY 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.

TUNE IN FOR WORLD NEWS. COMPLETE NEWS COVERAGE KRNR 1490 ON YOUR DIAL 12 NOON... MON. Thru SAT

**PUREX** SAFER FOR LINENS BECAUSE IT'S PURE

|         |              |
|---------|--------------|
| Qt. 17c | 1/2 Gal. 29c |
|---------|--------------|