

FRESHNESS COUNTS

when Dollars must go further

Freshness counts because there is LESS WASTE, BETTER FLAVOR and MORE SATISFACTION from flavor fresh produce found at Nielsen's . . . your economy headquarters.

There is only one way to be sure you are buying the very freshest produce, shop our produce department. We buy all our produce directly from the producer or producer's market while the touch of morn-

ing dew is still in view. Our purchases are then packed into a refrigerated truck and rushed to our store. All produce is received within hours of picking. Upon receipt in Roseburg, our produce is then moved into our large refrigerated storage rooms, trimmed and sorted before displaying on refrigerated racks.

Whenever in season, we do all of our produce buy-

ing on the Douglas County Market. Just another policy to bring you the very best in the shortest possible time.

Be sure you are getting your dollars worth when you buy produce! Shop our fresh fruit and vegetable department where specialists guard freshness and quality. Come in today and notice the difference in fresh produce. You'll be glad you did. Buy Fresh! Buy at Nielsen's.



CORN ON THE COB

Indio, California Grown.
Picked and rushed to our store fresh.

6 EARS 35¢

STRAWBERRIES

Direct from the California fields to us daily. Full pack.

2 BOXES 55¢

CUCUMBERS

Fancy, tasty field grown. Wonderful slicers.

2 FOR 15¢

FRESH DATES

Fresh California Desert Delights

Pound Package 23¢

NEW POTATOES

U. S. No. 1 California Reds

6 LBS. 29¢

LETTUCE Large, fresh crisp heads 2 heads 29¢

GR. PEPPERS New crop Calif. Green Bells lb. 25¢

EGG PLANT Fresh Purple Beauties each 15¢

BERMUDA ONIONS New crop white Ariz. 3 lbs. 23¢

RADISHES Oregon grown, firm, red 3 bun. 10¢

GREEN ONIONS Crisp, sweet, tender 3 bun. 10¢

SPINACH Fresh packed, full lb. pack each 25¢

MUSTARD GREENS Crisp, tasty, fresh 2 bun. 25¢

All grocery prices in this advertisement effective through Sunday, May 9. Meat and produce prices good through Sat. We reserve the right to limit. No sales to dealers.

GARRY MOORE SPECIAL!

5¢ OFF on every 3 lb. tin of the Most Digestible Shortening. **Swift's 74¢**



COOKIE MIX Nestles 3 pkgs. 1.00

WHITE HOUSE COFFEE Pound tin 89¢

CHINOOK SALMON Cape 15 3. tin 39¢

COOKING OIL White Cap Quart bottle 59¢

Luncheon Meat Cake Mixes Potted Meat

Canadian Pork, 3 for 100 12-oz. tin

Betty Crocker, white, spice yellow, devils 3 pkgs. 89¢

DERBY 5-oz. tin 3 For 45¢

SPECIAL OFFER! TARTAN PLaid TRAVEL-STORAGE GARMENT BAG 54" long, 27" wide. RETAIL VALUE \$2.50. Yours for only \$1.00 and 1 DOLAR OFF TOP (any day)



BLACK PEPPER Schilling, NEW LOW PRICE, 2-oz. tin 29¢

BLACK PEPPER Schilling, NEW LOW PRICE, 4-oz. tin 49¢

PURE VANILLA Schilling 2-oz. bottle 38¢

CHEEZ WHIZ Kraft 16-oz. jar 57¢

PARKAY MARGARINE Yellow quarters pound 29¢

FAMILY FLOUR Finer 10 lb. sack 87¢



BORAX POWDER 2 lb. pkg. 29¢

BORAXO For dirty hands 8-oz. tin 18¢

SPANGLES DANCE WAX pkg. 39¢

BABY FOODS Gerbers 5-oz. tin 3 for 25¢

MEATS FOR BABIES Gerbers Tin 22¢

CEREALS FOR BABIES Gerbers pkg. 17¢

CREAM OF WHEAT 28-oz. pkg. 29¢

ARROWROOT COOKIES Sunshine pkg. 25¢

PIE CRUST MIX Pillsbury's 2 pkgs. 29¢

RITZ CRACKERS Pound box 36¢

KRISPY CRACKERS Sunshine 2 lb. box 48¢

MEAT THAT MAKES THE MEAL BEEF ROASTS SHORT RIBS BEEF PORK LOIN R'STS

Slab By The Piece Bacon lb. 59¢	Skinned Half or Whole Hams lb. 69¢	Pure 3 lbs. Lard 75¢	Bologna By The Piece Pound 35¢
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PICT SWEET FROZEN FOODS
Peas Peas and Carrots
Cut Corn Mixed Vegetables
Butter Beans Orange Juice
2 pkgs 29¢

CLICQUOT CLUB MIXERS
GINGER ALE LEMON LIME GRAPE CREAM SODA CHERRY SPARKLING WATER
FULL QUART BOTTLE **10¢** PLUS DEP.

BEG-MORE WILL PAY YOU 25¢ to try this new 6-can PET PACK

Cut out from carton the statement—"It's extra rich in meat" and mail with your name and address to BEG-MORE, Portland 11, Oregon. 25¢ in cash will be sent to you by return mail.
BEG-MORE DOG & CAT FOOD PET-PACK 85¢

S & W COFFEE
Lb. Tin 2-lb. Tin
1.09 2.17

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.