

GIFT FOODS

- Life Savers 12 roll gift pak 49c
- Milk Chocolates Sovereign 2 1/2-lb. box 1.89
- Planters Asst. Nuts 3 can pkg. 1.49
- Sunshine Cookies 3 lb. gift box 4.39
- Choc. Cherries Dolly Madison 1 lb. box 59c
- Fruit Cake Nabisco 2 lb. tin 3.69



- BREEZE POWDER Giant pkg. 63c
- RINSO POWDER Blue Giant pkg. 59c
- LIFEBUOY SOAP Regular bar 3 for 25c
- LIFEBUOY SOAP Bath Bar 3 for 35c
- LUX TOILET SOAP Reg. 3/25c Bath 3/35c
- LUX FLAKES Large pkg. 29c
- LUX DETERGENT 22-oz. tin 65c

CHRISTMAS CANDY and NUTS

- HARD MIX CANDY Sunshine 2 lb. 59c
- GIANT GUM DROPS, Pugg's lb. bag 29c
- CANDY CANES, 10c each 3 for 25c
- FILLED CANDY, Societe, pound bag 59c
- MILK CHOCOLATES Sovereign, 5 lb. 3.69
- CHRISTMAS STOCKINGS, 29c and 98c
- HERSHEY BARS, xmas wrap 24 for 98c
- FILBERTS, pound bag 35c
- BRAZIL NUTS, pound bag 49c
- PECANS, pound bag 49c
- MIXED NUTS, fancy, 2 lb. bag 79c
- ALMONDS, pound bag 49c
- CHOCOLATE CHERRIES, Brachs, lb. 69c



PICKLES--RELISHES

- Golden Ripe Olives 7-oz. tin 2 for 39c
- Ex. Large Ripe Olives No. 1 tin 29c
- Green Olives Madera Quart jar 49c
- Sweet Pickles Bonneville 1/2 gallon 99c
- Pitted Ripe Olives Kaweah No. 1 tin 27c
- Green Olives Stuffed, S & W Queen, 5-oz. 49c
- Dill Pickles Happyvale 21-oz. jar 35c
- Sweet Pickles 21-oz. jar 35c
- Button Mushrooms 2-oz. tin 22c
- Cheez Whiz Kraft 16-oz. jar 57c
- Cheese Spreads Kraft pimento 5-oz. jar 23c
- Phili Cream Cheese 3-oz. pkg. 16c
- Phili Cream Cheese 8-oz. pkg. 39c

- SWEET POTATOES** Blue Plate No. 3 tin 29c
- ASPARAGUS** Del Monte green No. 300 tin 39c
- FRUITS FOR SALAD** Del Monte No. 303 tin 34c
- BARTLETT PEARS** Bagley's No. 2 1/2 tin 31c
- SLICED PINEAPPLE** Market No. 1/2 tin 2 for 29c
- PICKLED BEETS** Diamond A No. 303 tin 2 for 35c
- MEXICORN** Niblets 12-oz. tin 18c
- COTTAGE CHEESE** Umpqua Dairy Pint 29c
- AA LARGE EGGS** Blue Diamond 2 doz. 89c
- POTATO CHIPS** Nalley's 39c Bag 29c

BAKING NEEDS

- Pure Vanilla Schillings 2-oz. bottle 43c
- Ground Cinnamon Schillings 2-oz. tin 19c
- Pumpkin Pie Spice Schillings 2-oz. tin 25c
- Food Colors Schillings 1-oz. bottle 15c
- Baking Soda A & H Pound pkg. 10c
- Baking Powder Cafumet Pound tin 23c
- Soft-A-Silk Cake Flour pkg. 39c
- Spreckels Sugar 10 lb. bag 95c
- Pwd & Brown Sugar Pound pkg. 2 for 25c
- Molasses Brer Rabbit Gold 24-oz. bottle 49c
- Bordens Starlac 3 gallon pkg. 79c
- Glace Cake Mix s & w pound jar 47c
- Pitted Dates Bardo Pound pkg. 35c

DELICACIES FOR YOUR

CHRISTMAS DINNER

We will close at 6:00 P. M.
DECEMBER 24, 1954
CHRISTMAS EVE

All meat, produce and grocery prices in this advertisement effective through Friday, December 24. All of us wish all of our friends and customers a very Merry Christmas.

- MINCE MEAT** Pennant, 30-oz. Jar 2 for 75c
- FROSTING MIX** Betty Crocker Instant 3 pkgs. 89c
- CAKE MIXES** Betty Crocker, white, devils, spice 3 pkgs. 89c
- Angel Cake Mix** Betty Crocker 2 pkgs. 98c
- ASSORTED CHOCOLATES** Brach's 3 lb. box 1.98
- BISQUICK** All purpose mix 40-oz. pkg. 38c
- MAYONNAISE** Best Foods Quart Jar 49c
- PILLSBURY FLOUR** 25 lb. sack 1.89
- Tom & Jerry Batter** Chevy Chase, Pint 59c
- Coke & 7 Up** Plus Dep. 6 bottle ctn. 39c
- Pepsicola** Plus Dep. 6 bottle ctn. 39c
- Mixers** Canada Dry, 7-oz. plus dep 6 bot. ctn. 39c
- Folgers Coffee** lb. 99c, 2 lb. tin 1.97
- Ritz Crackers** Pound box 36c
- Date Roll** Morton House 8-oz. tin 35c
- Roquefort Dressing** Dun. Hines 7 1/2-oz. 59c
- Italian Dressing** Duncan Hines 8-oz. bot. 45c
- Frozen Peas** Pict Sweet pkg. 21c
- Corn on the Cob** Pict Sweet 2 ear pkg. 25c
- Lima Beans** Frozen Pict Swt., Fordhook pkg. 31c
- Sugar Cookies** Truly Yours lb. pkg. 39c
- Holiday Ice Cream** Umpqua, bulk, Qt. 55c
- Umpqua Freeze Dessert** Quart 39c
- Pretzel Sticks** Nabisco 7 1/2-oz. pkg. 25c

SWEET TANGERINES

The citrus fruit with the zipper-like skin. Peels with ease and as clean as a spring breeze. Sweet, juicy and extra delicious as a snack, in salads and very, very colorful in a holiday fruit arrangement. Buy several pounds.

2 lb. 23c

THE TRADITIONAL CHRISTMAS FRUIT FLORIDA GROWN

ALGERIAN TANGERINES Calif., with leaves 2 lbs. 49c
SATZUMA TANGERINES Calif., the finest of all 2 lbs. 49c

FREE MISTLETOE FOR ALL OUR HOLIDAY PRODUCE CUSTOMERS

CRANBERRIES Hand Picked, Red Bandon Berries 2 lbs. 29c	TANGELOS That delicious grapefruit-tangerine fruit from California 2 lbs. 35c	RED POTATOES U. S. No. 1 North Dakota Grown Red Pontiacs 10 lb. bag 59c	BANANAS Fancy golden ripe tropical fruit. Colorful. 2 lbs. 25c
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ROMAINE, ENDIVE, RED LEAF LETTUCE Extra Fancy apples from the apple bowl of the nation. Crisp, snappy and wonderful. 2 lbs. 35c

WASHINGTON DELICIOUS APPLES Greens for those tossed green salads everyone loves during this cold weather. 2 bun. 29c



- BONELESS VEAL ROASTS Frozen Rolls lb. 49c
- PORK ROAST Round Bone Shoulder lb. 39c
- PORK STEAKS Lean Blade Cuts lb. 45c
- PURE PORK SAUSAGE Cello Rolls lb. 39c
- BOILING BEEF Very Meaty Ribs lb. 19c

TURKEYS

FRESH FROSTED--OVEN READY

- TOMS** 20-22-lb. Av. GRADE A lb. 43c
- HENS** 10-14-lb. Av. GRADE A lb. 53c

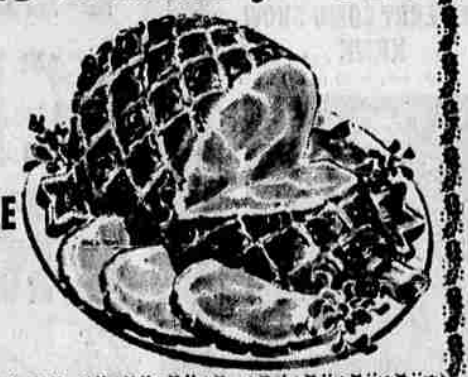
- Ducklings** Long Island Oven Ready lb. 65c
- Lutefisk** Ready to Cook 2 1/2-lb. box 89c
- Fresh Oysters** For that dressing Pt. 59c

FRESH NEW YORK DRESSED TURKEYS DRAWN TO ORDER

CHRISTMAS HAM

BUY YOUR HAM WITH NO CENTER REMOVED; FULL HALF OR WHOLE

- lb. 51c** Rath Black Hawk 16/18" Size
- lb. 55c** Armour's Star Swift's Premium Small Sizes



DAIRY PRODUCTS

- Whipping Cream Umpqua Dairy pt. 52c
- Half & Half Umpqua Dairy Qt. 42c
- Homogenized Milk Umpqua Dairy 2 qts. 43c
- Premium Milk Umpqua Dairy 2 qts. 47c
- Whip Cream Topping Golden 7-oz. tin 49c

AEROWAX

NO RUBBING FLOOR WAX
DOUBLE-RICH in WAX
WON'T CRACK or POWDER! Qt. 54c

WE WILL CLOSE AT 6 P.M. CHRISTMAS EVE, DECEMBER 24

- SALTED CASHEWS** Golden Brown Roast lb. pkg. 69c
- POP CORN** White or yellow 2 lb. bag 33c
- KARO SYRUP** Red Label, white Quart bottle 47c
- SPRY SHORTENING** 3-lb. tin 79c
- JIFFY BISCUIT MIX** 40-oz. pkg. 29c

NIELSENS MARKET

IT'S THE SAVING ON EVERY ITEM THAT COUNTS

SHOP EARLY
We Will Be Closed
Christmas Day
OPEN SUNDAY

HIGHWAY 99 NEAR CITY LIMITS SOUTH

NIELSENS MARKET

IT'S THE SAVING ON EVERY ITEM THAT COUNTS

Open 9 a.m. to 8 P.M.
Sundays 9 A.M. to 7 p.m.
PARKING FREE