

you're INVITED 10TH ANNIVERSARY

FREE
BALLOONS
FOR ALL CHILDREN

FREE
AT OUR
FOUNTAIN

the new 7-UP FLOAT... a big glass of 7 UP with a big scoop of Umpqua Chocolate or Strawberry Ice Cream. Tickets given at our checking counters Saturday, August 9, only.

MARGARINE Swift's All-Sweet 5 lbs. 1.00
Vienna SAUSAGE Swift's, fine for lunches or quick snacks 6 4 oz. tins 1.00
Fresh Creamery BUTTER solid print, pound 59¢
Jumbo Ripe OLIVES Madera, No. 1 tin 4 FOR 89¢
Sweet Whole PICKLES Bonneville, 22 oz. jar 29¢

PILLSBURY'S NEW PINEAPPLE CAKE MIX 4 PKGS 1.00	PILLSBURY'S NEW PUDDING CAKE MIX 4 PKGS 1.00	PILLSBURY'S NEW CHERRY ANGEL CAKE 2 PKGS 1.00	PILLSBURY'S NEW FROSTING MIX 2 PKGS 29¢	PILLSBURY'S BEST FAMILY FLOUR 25 lb. bag 1 ⁹⁸
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GARDEN PEAS Overlook No. 303 tin 3 tins 29¢	COOKING OIL Finer, for frying and cooking 49¢
CUT GREEN BEANS Otterbrook No. 303 tin 3 tins 29¢	CANNED MILK Finer tall cans 3 tins 39¢
TOILET TISSUE Finer 4 Roll Pack 4 pkgs. 1.00	FINER DETERGENT Powdered Giant Package 59¢
PAPER TOWELS Fine 6 rolls 1.00	FAMILY FLOUR Finer 25 lb. bag 1.69



We Feature SWIFT'S PREMIUM In Our Meat Dept.

CHUCK ROAST Well Trimmed For Less Waste lb. 45¢

SAUSAGE Bar "S" Brand Cello Rolls lb. 39¢

GROUND BEEF All Meat Fresh Ground Each Day 3 LBS 1.35

SLICED BACON Cello Pack lb. 55¢

READY-TO-EAT PICNICS Swift's Premium lb. 45¢

SLAB BACON Oregon Brand End Cuts lb. 59¢

SKINNED HAMS Cascade Brand, Shank Half or Whole Ham lb. 55¢

Swift's Meats & Babies Lucky 7
WILL PAY YOU FOR SEVEN LABELS 6:100
DETAILS IN OUR STORE

FREE SAMPLES ALL DAY SATURDAY

NEW! SWIFTS BRAUNSCHWEIGER AND PREMIUM SANDWICH SPREADS EA. 29¢

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

Dundee Food Demonstration All Day Saturday, Aug. 9

PORK & BEANS Dundee No. 215 tin 19¢	TOMATO JUICE Dundee 46-oz. tin 19¢
HOT SAUCE Tomato, Dundee 8-ounce tin 5¢	BUTTER BEANS Dundee No. 303 tin 9 for 1.00
BLACK EYE PEAS Dundee No. 303 tin 9 for 1.00	TENDER PEAS Dundee No. 303 tin 8 for 1.00
TOMATOES Dundee, Home Style No. 303 tin 8 for 1.00	CREAM STYLE CORN Dundee No. 303 tin 8 for 1.00
APPLESAUCE Dundee No. 303 tin 8 for 1.00	FRUIT COCKTAIL Dundee No. 215 tin 3 for 1.00
SLICED PINEAPPLE Dundee, Hawaiian 46-ounce tin 19¢	PINEAPPLE JUICE Dundee, yellow quarts 5 for 89¢
MARGARINE Dundee, 12 oz. bottle 8 for 1.00	TOMATO CATSUP Dundee, 18 oz. bottle 5 for 1.00
MAPLE FLAVOR SYRUP Dundee, 24 oz. bottle 29¢	WHOLE APRICOTS Dundee No. 215 tin 4 for 1.00
OVAL SARDINES Dundee, Tomato or mustard sauce, 15-oz. ea. 29¢	JACK MACKEREL Dundee, No. 1 tall tin 21¢
GRAPEFRUIT Dundee, Broken Segments, No. 303 tin 6 for 1.00	

WHITE KING "D" Irg. 29¢ qt. 63¢

WHITE KING POWDER Gt. pkg. 63¢

WHITE KING LIQUID 22-oz. tin 65¢

WATER SOFTENER White King 28-oz. pkg. 24¢

CLEANSER White King, Regular tin 2 tins 31¢

FREE M. J. B. COFFEE - FRI & SAT

Enjoy a cup while you shop in the comfort of our air conditioned store.

FREE PATIO UMBRELLA

Look for your Free registration blanks at the big BORDEN'S INSTANT COFFEE display.

FREE COLEMAN Camp Cooler

Large capacity and when filled with ice will keep picnic and camp out food chilled for hours.

FREE Bar-B-Que BRAZIER

Absolutely FREE. See it at the PEPSI-COLA display and register your name for the drawing.

FREE 18 CUP Dripolator

Three! Yes, 3 18 cup aluminum dripolator coffee makers will be given away during our giant 10th Anniversary.

SHOP NIELSEN'S IN COMFORT ... SHOP IN AIR CONDITIONED COMFORT

FREE CARTOON CARNIVAL

featuring DONALD DUCK
SATURDAY, AUGUST 16
at the INDIAN THEATRE

No tickets will be sold for this special show of 20 cartoons. Tickets are FREE at Nielsen's and will be issued until noon, Saturday, August 16. Ask for yours. 2 complete shows. Shows open at 10 a.m. — first show — 10:30 a.m. to 1:00 p.m. — Second show 1:30 p.m. to 4:00 p.m.

TICKETS ARE FREE AT NIELSEN'S

Number of FREE TICKETS limited to the capacity of the Indian Theatre for both performances. Hurry! Get yours!

ALPHA-BIT CEREAL Post's new oat alphabet cereal, 10 1/4 oz. pkg. 249¢

CLAM CHOWDER Doxees blue points, No. 300 tin 249¢

TREE BLACK TEA BAGS 48 bag pkg. 49¢

NATURAL GRAIN BREAD Pattersons, large loaf special 29¢

7up or "COKE" 6 oz. bottles plus dep. (make your own floats at home) 649¢

ANNIVERSARY SURPRISE
WIN A PRIZE!
FREE DRAWING!

Get your entry blanks at the Alice Love display. The prize... 3 cases of twelve 20 ounce jars assorted jams. Be sure to enter your name. Nothing to buy.

ALICE LOVE
Apricot-Pineapple Jam
In The Big Economical 20 oz. jar 3 FOR 1.00

ALICE LOVE
Concord Grape Jelly
In The Big Economical 20 oz. jar 3 FOR 1.00

SWIFTNING
All Purpose Shortening made by Swift
3 LB. Tin 69¢

BEGMORE
Dog & Cat Food
Free Dog Book With 2 Labels. Get details in our store.
8 1/2 \$1.00

U.S. No. 2 WASHINGTON RUSSET POTATOES

50-lb. Bag 89¢

These potatoes are just another reason why people say they buy the best for less at Nielsen's Market. Shop our produce department for similar savings.

LOCALLY GROWN GRAVENSTEIN APPLES The favorite apple for baking, pie making and for making that family favorite... applesauce. 5 lbs. 49¢

YELLOW ONIONS 3 lbs 14¢

CUCUMBERS Locals 3 for 10¢

GREEN BEANS Locals 2 lbs 19¢

LEMONS Large Size Fancy Sunkists — Full of Tangy Juice Doz. 33¢

BEEF STEW Swift's 24-oz. tin 39¢

CORNED BEEF Swift's 12-oz. tin 39¢

PREM Swift's Luncheon Meat 12-oz. tin 43¢

HAM QUICKS Heat 'n eat, Swift's 10-oz. tin 53¢

OZ PEANUT BUTTER Swift's 18-oz. jar 49¢

CHILI CON CARNE Swift's 24-oz. tin 43¢

OUR STORE IS AIR CONDITIONED TO MAKE YOUR FAMILY FOOD SHOPPING MORE PLEASANT.

WHITE KING "D" Irg. 29¢ qt. 63¢

WHITE KING POWDER Gt. pkg. 63¢

WHITE KING LIQUID 22-oz. tin 65¢

WATER SOFTENER White King 28-oz. pkg. 24¢

CLEANSER White King, Regular tin 2 tins 31¢

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

Special! Special!
PARD DOG MEAL
With Beef Gravy Flavor
5 lb. PACKAGE 39¢

WE FEATURE LOCALLY PROCESSED Umpqua Ice Cream

ICE CREAM Half Gallon Cin. 89¢

ICE CREAM Half gallon plastic 98¢

HOMOGENIZED MILK Half gallon 47¢

CANNING SUPPLIES

Regular Ball Lids 2 doz. 29¢

Regular Ball Caps Dozen 33¢

Wide Mouth Ball Lids 2 doz. 49¢

Wide Mouth Ball Caps Dozen 49¢

No. 63 Ball Lids 2 doz. 29¢

No. 63 Ball Caps Dozen 29¢

Regular Ball Jars Pint Dozen 1.27

Regular Ball Jars Quart Dozen 1.49

Wide Mouth Ball Jars Quart Doz 1.68

FREE! INSTANT COFFEE Borden's New Rich Roast 5-oz. jar 89¢

BORDEN'S CANNED MILK Tall Cans 2 cans 29¢

STARLAC POWDERED MILK Borden's 12-qt. pkg. 79¢

BORDEN'S MAYONNAISE qt. jar 49¢

SPRECKLES SUGAR 25 lb. bag 2.47