

WILSON'S MARKET

HAS GONE

DISCOUNT!

VIRTUALLY EVERY PRICE IN THE STORE HAS BEEN REDUCED

Letter To Our Customers

As one of the oldest businesses in Nyssa, 61 years (since 1911), we have always been first in following new trends and policies in the food business. We have continuously modernized and updated our store over the years.

We built the first modern supermarket in Nyssa in 1947. In 1958 we added Gold Strike stamps with extensive re-modeling. In 1966 we assisted in creating Thunder Egg Mall which increased available parking for downtown merchants. Now, we feel it is time for another important change.

Inflation is still running rampant, and all indications point to a continuation of higher prices. "Food prices are too high". We will be the first to admit it. The time and economy seem to demand a somewhat different type of operation. In a period such as this, people are counting their money. Customers can still smell a real value and know when they are being toyed with, conned, traded up, traded down, or traded sideways. Price was never UNimportant. It was just that in a continuously inflationary economy, they didn't seem to be anything anybody could do about it. What we are trying to do is show you, the customer, a good value at the right price.

The success of our Warehouse Market in Ontario has proved to us that the price of foods is still the prime drawing card for the American housewife and her family. In an effort to combat the high food prices in Nyssa, we have decided to convert our Nyssa store to a Discount Operation. Our Nyssa store has been closed for the past three days for re-pricing. Virtually every item has been reduced. Watch for "Budget Stretcher" in our ads and in the store. They are extra special buys. All measures will be tried, to give you the food consumer, the very lowest prices available in Nyssa.

We will discontinue Gold Strike stamps effective July 20th. We do not plan on eliminating our friendly service. We will feature the national brands in groceries, freshest of produce and choice meats that we have always been known for, but they will be lower in price. Please bear with us during the re-adjustment period, then sit back and know that you are buying the finest in foods at the lowest possible prices!

The Management

**BUDGET
S-T-R-E-T-C-H-E-R**

ALPINE MILK
TWIN PACK GAL.

\$1.14

**TAKE
ADVANTAGE
OF THESE**

BIG DISCOUNTS

DISCOUNT	PRICE WAS	NOW	DISCOUNT	PRICE WAS	NOW
GOLD MEDAL FLOUR 10 lb. BAG	\$1.53	\$1.30	MORTONS SALT 26 oz. 2 for	35¢	13¢
CARNATION INSTANT BREAKFAST 7.4 oz.	81¢	75¢	BETTY CROCKER HAMBURGER HELPER 7 oz.	63¢	58¢
KELLOGG'S CORN FLAKES 18 oz. PKG.	43¢	38¢	EDDY'S FARM STYLE BREAD POTATO & SANDWICH LOAVES	41¢	39¢
CHEERIOS 15 oz.	73¢	59¢	ALL WESTERN BEER 6 PACK 12 oz. CANS	\$1.25	\$1.19
WHEATIES 18 oz.	69¢	59¢	NABISCO PREMIUM SALTINES 2-lb. PKG.	81¢	75¢
QUAKER OATS 42 oz.	79¢	65¢	ASSORTED JELL-O 3 oz. PKGS. 4 for	55¢	12¢
BETTY CROCKER CAKE MIXES 18.5 oz.	51¢	40¢	NESTLES CHOC. MORSELS 12 oz.	69¢	66¢
WHITE SATIN SUGAR 10-lb. BAG	\$1.53	\$1.44	ZEE NAPKINS 360 CT.	73¢	69¢

DISCOUNT	PRICE WAS	NOW
NALLEY'S CHILI HOT OR REG. 15 oz.	47¢	38¢
M.D. 4-ROLL PKG. TOILET TISSUE	53¢	47¢
FOLGER'S COFFEE 3-lb. CAN	\$2.69	\$2.63

**BUDGET
S-T-R-E-T-C-H-E-R**

BISQUICK 40 oz. PKG. BISCUIT MIX

59¢

DISCOUNT	PRICE WAS	NOW
3 lbs. 1 oz. GAIN-BOLD-GT. SIZE CHEER-OXYDOL	98¢	89¢
BIZ 25 oz.	85¢	74¢
PURINA DRY DOG FOOD 10-lb. BAG	\$1.77	\$1.57
COLOROX 1/2 GAL.	43¢	38¢
409 LIQUID 22 oz.	89¢	79¢
CLEANER W/SPRAYER	89¢	79¢
SHELL NO-PEST STRIPS	\$1.98	\$1.68
ZEST DEODORANT SOAP BATH BARS 2 for	55¢	21¢

DISCOUNT	PRICE WAS	NOW
KERR OR BALL JARS DOZ. REG. QT.	\$2.25	\$2.19
GERBER'S 4.5 oz. STRAINED BABY FOOD 4 for	59¢	13¢
DEL MONTE FRUIT COCKTAIL 16 oz. CAN	37¢	32¢

**BUDGET
S-T-R-E-T-C-H-E-R**

**BUDGET
S-T-R-E-T-C-H-E-R**

**BUDGET
S-T-R-E-T-C-H-E-R**

**BUDGET
S-T-R-E-T-C-H-E-R**

VAN CAMP'S 31 oz. CAN PORK & BEANS

28¢

CLOROX BLEACH GAL. BOTTLE

58¢

WAGNER 54 oz. BOTTLE ORANGE DRINK

55¢

LYSOL NEW LARGER 24 oz. SIZE LIQUID BOWL CLEANER

48¢

**BUDGET
S-T-R-E-T-C-H-E-R**

MIRACLE WHIP SALAD DRESSING QUART

61¢

The same people who brought lower food prices to Ontario now bring lower food prices to Nyssa with the same friendly service and EVERYDAY DISCOUNT PRICES

LOWEST EVERYDAY PRICES IN TOWN!