

JULY CLEARANCE

Our semi-annual clearance is underway. Hurry in . . . Buy early for best selections. SAVE \$\$\$\$\$\$\$\$ with these clearance prices.



Dress Sale

Summer Dresses to be Cleared

Group I Better Dresses

This group contains Slimakers, Martha Mannings, Bobbie Brooks, Regular, Junior, and Half sizes.

Values to \$14.98 **\$8.99**

Group II

Values to \$10.98 in this group. Regular, Junior, and Half sizes.

Some real buys **\$6.99**

Summer Skirts

A large selection of summer skirts. **1/3 off**

Piece Goods

Summer sheers. Taffetas and rayon blends.

Reg. to \$1.98

79c YD.

Piece Goods

Our regular stock of better drip-dry cottons.

Reg. 98c

69c YD.

MEN'S

Dress Straws

By Adams

Stock Entire **1/3 off**

MEN'S

Tropical Suits

Reg. \$45.00 — Dacron & Rayon

Entire Stock **\$35.00** Most Sizes

BOYS'

Sport Shirts

Entire Stock — Short Sleeves Values to \$2.98

2 For \$3.00
\$1.59 Each

MEN'S

Summer Dress Shirts

By Arrow — Long or Short Sleeves
Tails — White — Pastels
Reg. to \$4.50

Entire Stock **\$3.00** Each

MEN'S

Tropical Slacks

Values to \$11.98
Sizes 29 thru 48

2 Pairs \$13.00
\$7.00 Pair

MEN'S

Swim Wear

Trunks — Cabana Sets
Something In Every Size

Entire Stock **20% off**

MEN'S

Sport Shirts

Better Quality — Reg. \$2.98
S-M-L-XL
Short Sleeves

Entire Stock **2 For \$5.00**

BOYS'

Shorts or Clamdiggers

Sizes 4 thru 18
Good Selection — Fancy Colors

Entire Stock **20% off**

ALL SUMMER SHOES REDUCED
VISIT OUR SHOE DEPARTMENT AND HELP
YOURSELF TO GIGANTIC SAVINGS —

WHERE QUALITY TASTES LESS
Soennichsen's
DEPARTMENT STORE

It's SO EASY
to SHOP

and SAVE

At Soennichsen's

SOENNICHSEN'S makes it so easy for you to shop quickly and pleasantly—with wide aisles . . . free-rolling carts . . . vast varieties of fine quality foods . . . and fast checkouts. And SOENNICHSEN'S makes it so easy to save money—real money—with storewide low prices and super-saver specials in all departments. So take it easy when you shop. Shop SOENNICHSEN'S for pleasure . . . and for the best food buys of the week—every week!



SHURFINE
Salad Dressing
QUART JAR **39c**

CHUNK or CREAMY SKIPPY
Peanut Butter
12 OZ. JAR **39c**

LAKESIDE — Normus Large
PEAS 2 NO. 303 CANS **39c**

DEL MONTE —
SPINACH NO. 303 CAN **17c**

SHURFINE —
Tomatoes NO. 2 CAN **25c**

SKINNER'S — Fine or Medium
Noodles 10 OZ. PKG. **29c**

CROWN PRINCE — Liver Sauce
Dog Food 2 NO. 1 CANS **39c**

BUSTER'S — Whole
Cashews PKG. **39c**

AG CREAMERY
BUTTER 1 LB. PKG. **69c**

FOOD KING
OLEO 2 1 LB. PKGS. **39c**

STARKIST — Chunk
Tuna Fish FAMILY SIZE **49c**

WYLER'S — Mix
Lemonade PER PKG. **10c**

FOR HOMEMADE POPSICLES
Kool Pops PKG OF 8 **29c**

GOOCH'S — Quick
Macaroni 1 LB. PKG. **25c**

NABISCO'S
OREOS 2 1 LB. PKGS. **89c**

FARM FRESH
EGGS DOZ. **39c**

SHURFINE — Frozen
Lemonade 3 6 OZ. CANS **29c**

Birdseye — Frozen
LIMEADE 2 6 oz. Cans **33c**

Sea Pak — Frozen
FISH STICKS 3 8 oz. Pkgs. **1.00**

Swanson's — Frozen
HAM OR PORK TV DINNERS
Each **69c**

IGA ASSORTED FLAVORS
ICE CREAM
1/4 Gal. **59c**

LUNCHEON MEAT
SPAM
12 OZ. CAN **43c**

WAXTEX
SANDWICH BAGS
PKG. OF 30 **10c**

HERSHEY'S
Chocolate Syrup
16 OZ. CAN **19c**

MA BROWN
STRAWBERRY PRESERVES
3 12 OZ. JARS **\$1.00**

JENO'S
PIZZA MIX
PKG. **49c**

SOENNICHSEN'S BUTCHER SERVICE MEAT DEPARTMENT



USDA CHOICE

CHUCK STEAKS

39c LB.

MORRELL — SHOPPER'S BRAND

BACON 2 1 LB. PKGS. **79c**



USDA CHOICE
CENTER CUT
7-BONE

ROAST LB. **45c**

FINEST
Pork & Beans
NO. 300 CAN **10c**

DETERGENT
TIDE
GIANT SIZE **74c**

ASSORTED COLORS
FACIAL TISSUE
Kleenex
4 400 CT. BOXES **\$1**



CALIFORNIA

Cantaloupes

Large Size

2 for 35c

OPEN FRIDAY and SATURDAY UNTIL 9 P.M.

"LOW PRICES EVERY DAY"
Soennichsen's ESTABLISHED 1888
FOOD STORE
FREE PARKING
PHONE 2138