



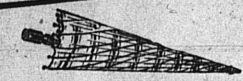
**PRE-VUE of  
Christmas  
VALUES!**

**Mid-City**  
CUT RATE DRUG STORES

**California's MOST COMPLETE "SELF-SERVICE" DRUG STORE**

★ Indicates Items Plus 20% Federal Excise Tax

**TOILETRY GIFT IDEAS!**



GAY COLORED, RAYON  
**UMBRELLAS**  
Quality made 10 Rib Reinforced Umbrella.  
Asst. Styles in Plastic Handles.

GIFT  
VALUE . . . . . **\$4.95**

VIDENE, NEW PLASTIC  
**RAIN CAPES**  
100% Waterproof.  
Small—Medium—Large. . . . . **\$1.95**



THE "WEDGEWOOD" BOX  
**STATIONERY**  
Gift Box Paper with 48 Sheets and 48  
Envelopes.

GIFT  
SPECIAL . . . . . **98¢**

SMART STYLES IN LEATHER  
**BILL FOLDS**

Fashioned for Women.  
Red—Blue—Tan. . . . . **\$1.39**

MID-CITY For Value



HURRY! LIMITED TIME OFFER! — REGULAR 75c SIZE  
**COLONIAL DAMES CAMPUS LIPSTICK  
GIVEN FREE**  
With Purchase of Another Reg. 75c Campus Lipstick  
CHOOSE SEVERAL SHADES

MID-CITY  
Saves You 75¢ **2 for 75¢**

**Mid City November Toiletry Value**

Big \$1.00 Jar at a Big Saving  
**DAGGETT and RAMSDALL**

**Perfect HAND CREAM**

Keeps skin smooth and soft, ideal for dry skin.—Save at Mid-City!

Save 3¢ on  
1/2 pound JAR **69¢**

**Shulton "Friendship  
Garden"**



**TOILET  
WATER**  
In Colonial  
Bottle. . . . . **\$1.00**  
4-OZ. . . . .

**Gift Suggestion**

**DU BARRY BATH SOAP**

Perfumed Bath Size Cakes—An Ideal Gift

BOX  
OF 3  
CAKES . . . . . **\$1.50**



**COUPON**

Reg. 10c Size Jar  
**BETTY WARREN  
HAIR POMADE**

With Coupon  
**2 for 5¢**  
Limit 4 Jars  
Void After Nov. 11



**COUPON**

Reg. 23c Size Bottle  
**HORLICK'S  
Malted  
Milk  
Tablets**

**9¢**



Limit 4 Bottles  
Void After Nov. 11

\$2.00 Size Bottle

**MAVIS  
"ALL WEATHER"  
LOTION**

Protects — Soothes  
Smooths the Skin

SPECIAL **\$49¢**  
SAVE \$1.51



**PINAUD  
"Apple  
Blossom"**

**TOILET  
ESSENCE**

Romantic Floral  
Fragrance  
3-OZ. BOTTLE

**\$1.25**

**GIFTS FOR THE MAN IN YOUR LIFE.**

IT'S NEW of course MID-CITY HAS IT!



**Gillette  
GOLD TECH  
RAZOR**  
Complete with  
5 Gillette  
BlueBlades **79¢**

All metal  
Super Gold Plated  
In Attractive Travel Case



"HE MAN'S GIFT"  
**"RUF CUT"  
BATH SOAP**

Big Man-Size Bars in Eau de  
Cologne and Woodland Pine  
Fragrance.

GIFT BOX  
OF 4  
BARS . . . . . **\$2.00**



3-PIECE MATCHING  
**BRUSH and  
COMB SET**

Polished Maple Back Hair-  
Brush, Clothes Brush, and  
Comb.

GIFT  
BOXED. . . . . **\$1.69**

**Scoop Purchase!**

Just Arrived At Mid-City  
**NEW GEM MICROMATIC  
GOLD PLATED RAZOR**

Mid City Again Brings You This Super "One Piece" Razor,  
Twists to Open or Close. In Beautiful Gift Case.

COMPLETE WITH 5 GEM  
SINGLE EDGE BLADES. ALL FOR . . . **\$1.25**

BUY NOW FOR CHRISTMAS GIFTS

**Popular Books for Gifts**

CHOOSE FROM THESE POPULAR EDITIONS

"Mildred Pierce"  
"Judgment Day"  
"Western Story Omnibus"  
"The Old Gray Homestead"  
"Siamese Twin Mystery"

YOUR  
CHOICE  
EACH . . . . . **49¢**

"Just Released" Favorites

"Stork Bites Man"  
"The Harvey Girls"  
"Captain Kidd"

Now, A Motion Picture Starring Charles Laughton  
CHOOSE NOW  
FOR GIFTS,  
EACH . . . . . **\$1.00**

"Mother Goose" Book  
"Ten Treasure Tales"

FOR THE CHILDREN,  
EACH . . . . . **60¢**  
"American Childhood's Best Books"  
12 FAVORITE CHILDRENS' STORIES  
FOR AGES 8 TO 12  
ARRANGED BY MARY PERKS . . . **\$1.25**

Adv. Specials Effective Through Sunday, Nov. 11

HURRY — BUY NOW FOR A CHOICE  
SELECTION GAY, THOUGHTFUL GREETINGS

**CHRISTMAS CARDS**

Box of 21  
ASSORTED CARDS  
WITH ENVELOPES

**49¢**

Make Your Selection at MID-CITY.



SHOP EARLY

**SALE • SICKROOM NEEDS**

REG. 19c, PINT, GILBERTS  
**RUB. ALCOHOL . . . 14¢**

REG. 78c, TOWELTEX  
**FTN. SYRINGE . . . 49¢**

Reenforced Neck Band  
**6-in. ICE BAGS . . . 53¢**

SANITARY, PACK OF 3  
**RANTEX MASKS . . . 25¢**

PKG. OF 3, B and B  
**MUSTARD PLASTER 25¢**

JOHNSON, PLASTER  
**BELLADONNA . . . 25¢**

CORNELL, FEVER  
**THERMOMETER . . . 89¢**

1-OZ. NATIONAL BRAND  
**TINC. BENZOIN . . . 23¢**

**Ready For Emergency?**

2-Quart Capacity  
**ENDURANCE**

**HOT WATER BOTTLE**

Red Quality Rubber. Wide  
Neck Bottle With Screw Top.  
Reg. 69c Value.

**43¢**

Save 26c at MID-CITY

Keep Handy For Nursery,  
Sickroom, Bedroom, Etc.

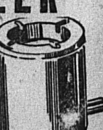
"Electreem"  
**ELECTRIC**

**VAPORIZER**

Use For Head Cold Vaporizer  
Or As Baby Bottle Warmer.  
Reg. \$2.49 Value

**\$1.98**

Save 51c at MID-CITY



**"Clean-Up" Sale of HOUSEHOLD SOAPS**

SIERRA PINE TOILET SOAP . . . . . 6c

Reg. 14c "42" TAR SOAP—Rich Lathering . . . 9c

SAYMAN'S SOAP—Reg. 7c Bars . . . . . 3 for 20c

GRANDPA'S PINE TAR SOAP—Large . . . 2 for 15c

SWEETHEART TOILET SOAP . . . . . 3 for 12c

Large Cakes, Rich Lathering Fragrance

CASHMERE BOUQUET TOILET SOAP . . . 3 for 25c

OLD DUTCH CLEANSER . . . . . 3 for 20c

SCOTCH "TRIPLE ACTION" CLEANSER . . . . . 9c



**NATIONALLY ADVERTISED LIQUORS**



**Mar-Salle  
ROCK and RYE**

60 Proof, Fruit Flavored,  
Cordial Type.

FULL  
QUART . . . **\$3.71**



**Mission Bell  
SPECIAL RESERVE  
WINE**

PORT — SHERRY  
MUSCATEL

FIFTH GALLON  
MID-CITY  
SPECIAL . . . **78¢**



**GILBEYS  
DISTILLED LONDON  
DRY GIN**

90 PROOF  
From 100% Neutral  
Grain Spirits.

FIFTH  
GALLON . . . **\$3.17**

**1315 SARTORI AVENUE**

NEXT DOOR to LEVY'S DEPARTMENT STORE