



Santa Says:

SAVE THE MID-CITY
SELF-SERVICE WAY!
YOU'LL FIND GIFTS AT MID-CITY
FOR ALL THE FAMILY

GIFTS •
SELF SERVICE
Values

SELF SERVICE
Mid-City
CUT RATE DRUG STORES

GIFTS •
SELF SERVICE
Values



SHOP EARLY FOR VALUES
SHOP MID-CITY FOR SAVINGS

The Big 'Self-Service' Store with the Big 'Christmas Values' Gifts for Mother, Dad, Sweetheart, Brother and Sister—Save on Every Gift Purchase

★ Indicates Items Plus 20% Federal Excise Tax. • Advertised Specials Effective Through Dec. 2. • Limit Rights Reserved.

'Self-Service'
GIFT VALUE
COLORFUL ASSORTMENT

CHRISTMAS CARDS

1945 Designs in a Wide Variety of Sentiments and Colors



Box of 21
With
Envelopes

39¢



Reg. \$1.49
MID-CITY VALUE

Penn Champ
MOTOR OIL

100% Pure Pennsylvania Oil

2 Gallon Sealed Tin **\$1.19**

Decorative
TINSEL

For a Gay Xmas Tree

Package... **9¢**



SAVE AT MID-CITY

Christmas
SNOW

Decorative Mica for Home Decorating

Big Box... **9¢**

GIVE ADDED BRILLIANCE TO YOUR CHRISTMAS TREE!

MIRRORED STARS FOR TREE LIGHTS

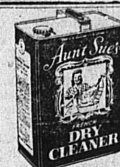
Place Behind Individual Lights.
Assorted Colors in Each Reflector.

Box of 8, Now Only **39¢**

Colorful
GIFT WRAP

4 Lightweight Sheets... **10¢**

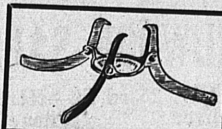
Heavy Wrap 3 Sheets... **25¢**



Aunt Sue's
FRENCH
DRY CLEANER

Cleans All Clothing, Draperies, Rugs Thoroughly and Quickly

1-Gallon Tin... **69¢**



Adjustable, Steel
Christmas Tree Stand

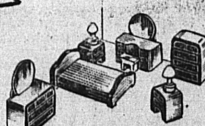
Fits and Holds Securely Any Tree, Lasts For Years.
3-Prong, Sturdy Legs.

Mid-City Special... **97¢**

For BOYS!



For GIRLS!



Heavy Cast Metal
MAUSER
TOY PISTOL

Exact Replica.
CHRISTMAS SPECIAL.
\$1.35

"DREAM HOUSE"
TOY FURNITURE
Custom Built.
Hand Made.
Complete Sets... **\$1.19**

TWO-BLADE, POCKET
JACK KNIVES
\$1.00 and **\$1.25**

BOY SCOUT KNIVES
4 Blades
With Key Ring... **\$1.75**

12-INCH, TALL
UNDRESSED DOLLS
A Real Doll Baby... **98¢**

"COLORED" DOLL
For the "Little Mother" to Dress... **69¢**

FOR A REAL BOY — BUY HIS GIFT TODAY
REGULATION TOUCH FOOTBALL



Sturdy Leather Covering — Packed With Kapok
Puncture Proof
Mid-City Special... **89¢**

Max Factor • Hollywood
a Gift from Hollywood

for Blondes, Brunettes, Brownettes, Redheads
PAN-CAKE MAKE-UP SET...
Glamout in a gay holiday box...
Max Factor Hollywood Pan-Cake Make-Up, Rouge and Tri-Color Lipstick... **\$3.00**

Max Factor • Hollywood
Other Max Factor Hollywood Gift Sets...\$2.50, \$4.55 and \$6.00

Gift Suggestions!

TIP FROM SANTA:

SAVE MORE AT MID-CITY

REG. 59¢ STURDY FIBRE

COLORFUL MEXICAN SHOPPING BAG **49¢**

REG. \$1.98

WOOD NUT BOWL WITH MALLET **\$1.59**

IN COLORS

PLASTIC SALT AND PEPPER SHAKERS **59¢**

WITH HARDWOOD HANDLE

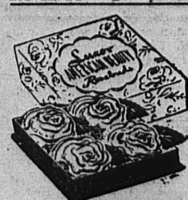
UTILITY CLOTHES BRUSH **69¢**

HEAVY, DECORATIVE FOR EVERY ROOM

FRENCH PLATE WALL MIRRORS **98¢**

SOFT, EAST INDIAN GOAT SKIN

MEN'S LEATHER WALLETS **\$4.25**



MID-CITY Value

LUXOR

"American Soap"

TOILET SOAP

Gift Box of 4 Bars

\$1.00

Toiletry Gift

LA CROSS "GROOMER"

GIFT KIT

Handy Leather Case with Comb and Nail File.

\$1.00



Holiday LIQUORS

Serve This Popular Wine With Your Holiday Meals

MISSION BELL WINES

SPECIAL RESERVE

From Famous California Vineyards

Port—Sherry—Muscatel—Tokay

Fifth Gallon

MID-CITY SPECIAL

79¢



Park and Tilford
Blended WHISKEY

86.8 Proof FULL PINT... **\$2.27**

Hiram Walker
Distilled DRY GIN

90 Proof FULL PINT... **\$1.90**

BOTTLED IN BOND
JULES PERCHARD
BRANDY

PINT... **\$2.87** FIFTH... **\$4.55**

Three Feathers
WHISKEY

86 Proof FULL PINT... **\$2.45**

GLASSWARE

Reg. \$1.98 Heat Resistant
DOUBLE BOILER **\$1.69**

Reg. \$2.95 Mickey Mouse Design
COOKIE JARS **\$2.49**

Glass, Drip Coffee Maker

8-Cup Vaculator **\$2.95**

6 1/4-Inch Round
KITCHEN BOWL
Handy Glass Mixing Bowl
Buy Several... **9¢**

SPARKLING GLASSWARE FOR KITCHEN UTILITY
2-QT. WHISTLING TEA KETTLE

Easy to Keep Clean, Heat Proof Glass and Handle.

Silver Plated Whistle.

Mid-City Special—Reg. \$1.19 Val. **\$1.06**



SALE—POPULAR HOUSEHOLD SOAPS

MISSION BELL TOILET SOAP... Each **5¢**

GRANDPA'S PINE TAR SOAP... Reg. 8¢ Bar **5¢**

WOODBURY FACIAL SOAP... 3 for **20¢**

CASHMERE BOUQUET SOAP... 3 for **27¢**

PALMOLIVE TOILET SOAP... Each **6¢**

WHITE KING
TOILET SOAP
4 for **19¢**

Sierra Pine
BATH SOAP
BIG BARS... **6¢**

MID-CITY HAS "D.D.T." INSECTICIDES

PARLYN
With 5% D.D.T.
Full Pint... **89¢**

FLYROL
D. D. T.
FLY SPRAY
16-Oz. **19¢**
32-Oz. **32¢**

Pest B-Gon
D.D.T. Spray
Kills Fleas, Ants, Beetles, Etc.
4-Oz. Bottle **97¢**

FLYDED
With 1% D.D.T.
Full Pint... **19¢**

WING
Insecticide
D. D. T.
16-Oz. Bottle... **89¢**

SAVE AT MID-CITY

1315 SARTORI AVENUE
NEXT DOOR TO LEVY'S DEPARTMENT STORE