

3 Heat CONTROL Electric HEATING PAD
\$4.98

SHOP EARLY
SAVE THE MID-CITY Self-Service WAY

Mid-City
CUT RATE DRUG STORES



14 inch Reflector Electric ROOM HEATER
\$5.69

GIFTS for the WOMAN!

SMARTEST GIFT IN SANTA'S PACK!
8-pc. Gift Set CHEN YU
Chen Yu "Fashion Firsts" for Nails and Lips
Leatherette Case **\$250**

Novel Gift Container SHULTON
'Friendship Garden' TOILET WATER
Delicate Bouquet Fragrance
4-oz. bottle **\$1.00**

Thrilling Beauty Gift! RICHARD HUDNUT
'VIOLET SEC' GIFT SET
7-oz. Dusting Powder and 3 1/4-oz. Toilet Water in Colorful Oval Gift Box **\$250**

HER MOST THRILLING GIFT DISCOVERY PERFUME
Long lasting floral essence.
1/4-oz. Bottle **\$5.50**

FLOWER FRESH CREATION ELMO
"Honey-suckle" Cologne
4 oz. Bottle **\$1.00**

To Keep Your Nails Trim — Genuine
LaCross NAIL CLIPPERS **\$250**

Etched Silver Case Vanity
VOLUPTÉ COMPACTS **\$175**

Gift Box of 4 Bath Soap Cakes
Wrisley Bath Superbe **\$1.00**

It Burns — It Sweetly Perfumes —
'Glamor Lite' Perfume Lamp **\$1.00**

For A Softer, Silk-like Skin — Asst. Shades
ChenYu 'Cloudsilk' Make-up **\$2.00**

Refreshing After Bath Cologne by Hudnut
Yanky Clover Toilet Water **\$1.00**

MAX FACTOR • HOLLYWOOD
a Gift from Hollywood

for Blondes, Brunettes, Brownettes, Redheads
AUTOGRAPHED MAKE-UP SET
"My Make-Up Secret", autographed by famous screen stars, Max Factor Hollywood Powder, Rouge and Tru-Color Lipstick **\$2.50**
Max Factor • Hollywood
Other Max Factor Hollywood Gift Sets...\$3.00, \$4.55 and \$6.00

*INDICATES ITEMS PLUS 20% FED. EXCISE TAX

GIFTS FOR ALL

ADV. SPECIALS FOR DECEMBER 6, 7, 8 and 9

GIFTS in QUALITY STATIONERY

For Holiday Letters!
Special AIRMAIL LIGHTWEIGHT STATIONERY
125 Sheets 48 Envelopes and Stickers **73¢**

Wedgewood BARONIAL Box Stationery
48 Note and Letter Sheets and 48 Envelopes **98¢**

ALWAYS THE APPRECIATED GIFT!

'BONNIE BRAE' LINEN **59¢**
48 Sheets and 48 Envelopes

'RIPPLETONE' White Paper **60¢**
100 Sheets Quality Pound Paper

Hollywood Rippletone Paper **98¢**
75 Royale Sheets — 50 Envelopes

25 White ENVELOPES **17¢**
Packs of 25, Rippletone. 3 Packs for 50¢

GIFTS in POPULAR BOOKS

The Bolinvars
A great story of the New Jersey countryside. Romantic ally told by Marguerite F. Bayliss..... **\$1.49**

Captain Kidd
The colorful, lusty tale of a fabulous pirate. Now a movie starring Charles Laughton. **\$1.00**

BOOKS MAKE LASTING GIFTS!

You Know Me, Al **49¢**
Hilarious "Bush Leagues" Story By RING LARDNER

16 GREAT AMERICAN DETECTIVE STORIES **49¢**
Introduction by ANTHONY BOUCHER

Fifty Short, SHORTS .. **49¢**
An Omnibus of Entertaining Short Stories by Popular Authors

Pastoral, Nevil Shute **\$1.00**
Modern Love Story as Told by The Author of "Pied Piper"

100% COTTON COCKTAIL OR Luncheon NAPKINS
Ideal for Teas, Luncheons, Bridge Parties and all around home use. All hemmed. Over 10 gay colors. Buy assorted or in sets of solid colors!
REG. 30¢ VALUE—Ea. **19¢**
3 for 55¢

Reg. 45¢ Value GLASBAKE OPEN BAKER
Heat resistant glass baker for oven cooking, baking and serving. So easy to clean. Two convenient handles.
43¢

ALL PLASTIC SALT and PEPPER SHAKER SETS
Styled in modern, lightweight plastic. 4 harmonizing colors. For breakfast room or kitchen.
Blue—Yellow—Green and Cream PAIR **59¢**

HOLIDAY Wines and 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¢**

For Gay, Holiday Parties!
REGINA CALIFORNIA Champagne
FIFTH GALLON **\$270**

Reg. \$3.89 RIONDO
Distilled PUERTO RICAN RUM
FIFTH **\$265**

Cordial Type Mar Salle ROCK & RYE
Flavored with Fruits
60 Proof QUART **\$371**

90 PROOF Gilbey's LONDON DRY GIN
Distilled from 100% American Grain Spirits.
FIFTH **\$317**

GIFTS for the MAN!

Handsomely Styled by Wrisley "SADDLE CLUB" MEN'S SET
Hair Dress and Shave Lotion Gift Box **\$150**

For A Good First Impression COMMODORE VANDERBILT AFTER-SHAVE LOTION
Designed by Lucretia Vanderbilt. Wooden Stopper — Masculine Bottle
4-oz. size **\$150**

Sure To Please Any Man 'RUF-CUT' BATH SOAP
Box of 4 Big Bath Cakes
Gift Value ... **\$2.00**

EVER-READY SHAVING BRUSH
Sterilized bristles set in clear plastic handle. **\$275**

YARDLEY SHAVE SOAP
Fragrant, Rich Lathering Soap in Wood Bowl.
Gift Value **\$1.00**

If You want to please a SMOKER

Sanchez Y Haya PANAMAS CIGARS
Clear Havana
2 for 29¢ (Limit 6)

Reg. \$3.25 Value ALUMINUM LIGHTERS
Save **\$197**
\$1.28

Selected Blue Ribbon Briar Biltmore Briar PIPE **\$350**

Colorful Plastic — Holds Pack of 20
Vue-dex Cigarette Case .. **97¢**

A Real Man's Pipe Styled by Milano
'Hesson Guard' PIPE **97¢**

Wood Rack, Red, Blue, Yellow, White Chips
Poker Chip Rack & Chips **\$198**

WINDPROOF DUNHILL Service Lighter
Easy to Use! With Wind Guard **\$1.00**

Rogers, Air-tite MOROCCO LEATHER Tobacco Pouch
"Seals as it closes" .. **\$289**

1315 SARTORI AVENUE
NEXT DOOR TO LEVY'S DEPARTMENT STORE