

• MAKE MID-CITY YOUR GIFT HEADQUARTERS. •

* Indicates Items plus
20% Fed. Excise Tax
ADV. SPECIALS
Effective thru
SUN. DEC. 16
• Limit Rights Reserved

Mid-City
CUT RATE DRUG STORES

TABU
Perfume
1/2 oz. \$2.75
1 oz. \$4.85



GIFTS TOILETRIES.

To Make 'Her' Christmas
More Merry
GAY, MUSICAL

POWDER BOXES



Metal Case
Box with Puff
Choose from
Many Melodies
Reg. \$9.95 Value
\$8.79

To Carry With
'Her' Everywhere
Flat, Jumbo Size

PLASTIC COMPACTS

Big, Pancake Type,
in a wide assortment
of colors
Reg. \$2.95 Value
NOW 88c



Holiday Creations in Gifts by
Richard Hudnut
4 Piece YANKY CLOVER SET
Meadow Fresh Fragrance in Gift Toiletries
Toilet Water, Dusting Powder
Sachet and Block Sachet
Colorful Gift Chest
\$3.75

VIOLET SEC TOILETRY SET
Dusting Powder and Toilet
Water... Gift boxed
\$2.50

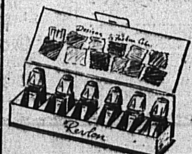
A "Heavenly" Gift Suggestion
HELENA RUBINSTEIN
'Heaven Sent' Set



6 oz. Dusting Powder
and 4 oz. Toilet
Water
Colorful Gift
\$3.00

Designed for Fashion Colors

**REVLON
COLOR
CHEST**



Novel Kit of 5 Famous
Revlon Shades and
Adheron.
GIFT SET
\$1.50

THE SET
\$8.75
Plus Fed. Tax



Limited Supply Just Received!
PARKER "51" FOUNTAIN PENS
\$12.50 to \$17.50
\$15.00 and \$17.50 Plus Fed. Excise Tax

To woo the heart of man,
woman or child... give "Skyliner"
— the utterly modern, completely
efficient pen and pencil by Eversharp.
The pen, with its exclusive Magic Feed
prevents flooding and leaking—
Magic Point is so smooth it's silent...
and the Featherweight Repeater Pencil
feeds new points like a machine gun. Both
in modern, richly-colored plastics with
gold trim... with service Guaranteed Forever!

Wines and LIQUORS

FOR
**HOLIDAY
Gifts**

PRE-WAR WHISKIES BLENDED
**PARK and TILFORD
WHISKEY**

85.8 Proof
FIFTH GALLON
8-oz. \$1.24

\$3.45
Pint \$2.27

FOR YOUR HOLIDAY DRINKS!
**HOTTY TODDY
RUM and BRANDY**

84 Proof
FIFTH GALLON
\$3.90

ROYAL RESERVE
TIARA VERMOUTH
Bottled in California
Pale Dry Type
FIFTH GALLON
Regular \$4.19 Value
Save 56c
79c



Regular \$4.19 Value
SUTTER'S DRY GIN
Distilled from 100% Cane Products Neutral Spirits
85 PROOF
FIFTH GALLON
\$2.69

Serve This Sparkling Wine
For Holiday Drinks
REGINA CHAMPAGNE
EXTRA DRY — CALIFORNIA TYPE
FIFTH GALLON
\$2.70

It's Bottled in Bond
JULES PERCHARD
6 3/4-Year-Old Brandy
Fifth Gallon
8-oz. size \$1.46 Full Pint \$2.87
\$4.55

GUILD WINES
California Select Reserve
WINES
Port — Sherry
Tokay — Muscatel



Fifth
Gallon . . . **82c**

Now at Mid-City
Reg. \$3.89
RIONDO
Distilled Puerto Rican
RUM



Fifth
Gallon . . . **\$1.92**

Gilbert's
ISOPROPYL
**Rubbing
ALCOHOL**
REG. 10¢
Pint **4c**

Quinlax
Cold Tablets
WITH
QUININE
15c **9c**

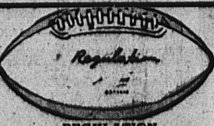
INFANTS OR ADULTS
PARK Brand
**Glycerine
SUPPOSITORIES**
12c **8c**

44¢ Stearns
PINE TAR
with HONEY
6oz. **29c**

★ **TOYS and GAMES** ★



**POLISHED WOOD
MILK TRUCK**
ON WHEELS
Sturdily
Made
Action Toy
\$2.00



**REGULATION
TOUCH
FOOTBALL**
Strong Leather Covering
and Filled with Kapok
Puncture-
Proof
89c



**MINIATURE
ARMY JEEP**
Exact Wood
Replica Commando
Action Toy
Save at
Mid-City
\$1.69

All Metal Toy Cannons . . . Regular \$1.49 **\$1.29**

Universal Toy Dump Trucks . . . Action Toy **\$1.59**

Polka Dot Dolli-Gund Dolls . . . In Gay Colors **\$2.39**

LUX
Flakes
SOAP POWDER
5oz. **9c**
LIMIT 1

LYDIA GREY
Cleansing
TISSUES
500s **19c**

**BOOK
Matches**
Box of
50
PADS **8c**

49¢ Erle's
TINCTURE
GREEN SOAP
PINT **29c**

PAY-LESS at MID-CITY

Round Style, Full-View
LUCITE STAND
DRESSER MIRRORS **\$1.39**

Reg. 79c Value!
MAGNIFYING
SHAVING MIRRORS **59c**

Reg. \$1.39 Value! Many Pockets
4 Clear Card Holders — CALFSKIN
LEATHER BILLFOLDS **98c**

For Your Writing Pleasure!
STRAITFORD "DEPENDABLE"
FOUNTAIN PENS **83c**

Reg. \$1.98 Value!
WOODEN Mallet and TRAY
METAL NUT BOWLS **\$1.59**

HOLIDAY GIFTS IN BOX CANDIES!

HAND DIPPED "MILKYTTES"
DELMAR FRENCH TRUFFLES
Nut Filled, Milk Chocolates
Full Pound Box . . . **\$1.25**

HOFFMAN 'COQUETTE'
BOX CHOCOLATES
Choice Assortment of Creams, Chewy Pieces
and Tidbits — Dipped in Milk and Dark Chocolates.
Two Pound Box . . . **\$1.75**



Hoffman's ORCHID BOX 1 lb. . . **97c**

Filled With Sun-Drenched Fruits
CALIFORNIA FRUIT PACKS
Glaze Fruits, Dates, Calimyrna and
Mission Figs and Nuts.
2-lb. WICKER BASKET **\$1.85**

5-lb. Pack **\$4.39** | 3-lb. Basket **\$2.59**

GIFT IDEAS for Smokers

Biltmore 'Blue Ribbon' PIPE . **\$3.50**

Charles
The Great
CIGARS
"Lord of London"
Box of 25 **\$5.23**

Gift Idea!
**POKER CHIP
RACK & CHIPS**
Red — White
Blue
& Yellow Chips **\$1.98**

VILL A ZON
KING de LUXE
CIGARS
Box of 25 **\$4.28**

COLORFUL PLASTIC
VueDex Cigarette Case
Holds Pack of 20
Regular and
King Size **97c**

ZIPPER, COMBINATION
Pipe & Tobacco Pouch
All
Leather **\$1.98**



• **1315 SARTORI AVENUE** •
NEXT DOOR to LEVY'S DEPARTMENT STORE