


For your  
**WEEK-END LIQUOR NEEDS**  
we suggest these  
*Famous Favorites*

*Rich in Body-Age Mellowed*



**Glenmore's** BUY A CASE  
**OLD THOMPSON**  
*Blended WHISKEY*  
Fifth GALLON **\$3.50**  
86.8 PROOF

Northern Californian  
**BUTTE'S SWEET WINES**  
Port, Sherry, Muscadine



Fifth Gallon **53¢**

Italian Swiss Colony Wines **83¢**  
Port, Sherry, Tokay, Muscadine

Mark and Tilford Reserve  
5.8 Proof Blended Whiskey **3.45**  
Fifth Gallon

Buy by the Case  
Slightly Blended  
**Schenley Reserve**  
"Black Label"  
Whiskey **3.93**  
Proof Gal.

BUY BY THE CASE  
**Golden Wedding Whiskey**  
Aged Straight  
Whiskey, Blended  
with American Neu-  
tral Grain Spirits  
56 Proof  
5th Gal. **3.45**

**WE'VE GOT IT!**  
Nationally Advertised  
**Riondo Puerto Rican Rum**  
Use It as a Grand Mixer  
Tenth Gallon. **\$1.49**  
Regular \$2

**FRESH SHIPMENT CIGARETTES**  
YOUR FAVORITE BRAND BY THE CARTON **\$1.33**  
Carton of 200

CAMEL - CHESTERFIELD  
LUCKY STRIKE - PHILIP MORRIS  
KOOL - BALMAIN - PAUL HALL  
CHELSEA - OLD GOLD AND  
MANY OTHERS



# VALUES

## Mid-City

CUT RATE DRUG STORES

TO FIT ANY BUDGET  
with Jet Propulsion

Now...at Mid-City  
with all of fashion's glitters!

**CHEN YU**  
**FIRELY**  
NAIL LAQUER AND LIPSTICK

The new singing, tilting Spring scarlet for your nails and lips

Firely Smart Set (Lacquer, Lacquer, Lipstick) ... \$1.75  
Firely Lipstick ... \$1.00  
Firely Lacquer (with Lacquer) ... .75¢

new Beauty Marriage  
**Don Juan Lipstick**  
mates with matching  
**Don Juan Nail Enamel**  
use both for extra charm and glamour

BOTH STAY ON  
In Style Shades

**DON JUAN 97¢** **DON JUAN 49¢**  
Lipstick Nail Enamel

Adv. Specials Effective Thru Sunday, Mar. 31

**SQUIBB PRODUCTS**

Supplement Your Diet  
**SQUIBB VITAMIN B-COMPLEX CAPSULES**  
Bottle of 100 **\$3.39**

For Acid Indigestion  
**SQUIBB MILK OF MAGNESIA**  
19-oz. Bottle **33¢**

High Viscosity  
**SQUIBB CLEAR MINERAL OIL**  
Pint Bottle **59¢**

Each capsule has 500 USP Units of Vitamin B-1, 500 Micrograms Vitamin B-2, 225 Micrograms B-6, and other factors.

Placid, mild, free-flowing, mild in action. It is made by a special process that gives it a "sandy" taste.

Gentle, easy to take internal lubricant that is non-habit forming. You'll be grateful for its regulating action.

**SQUIBB VITAMIN C ASCORBIC ACID**  
Tablets 50 Mg. High Potency 40 FOL. Help build strong bones and teeth. **67¢**

**SQUIBB ASPIRIN**  
100 for 49¢

Disolve quickly when swallowed - doesn't leave bitter-tasting particles on the tongue.

**SQUIBB DICALCIUM PHOSPHATE**  
TABLETS WITH added Vitamin D1 **\$1.19**  
51 FOR

**SQUIBB VITAMIN A CAPSULES**  
Per capsule 25,000 Units Vitamin A **1.19**  
50 FOR

**SQUIBB HALIBUT LIVER OIL**  
High source of important Vitamin A, C, Phos. - for drop dosage. Potency tested. **43¢**

**DERMA REGIS**  
FOR THE HAIR SCALP

Change to the stimulating hair tonic that tingles - removes dandruff, itching, itching scalp. Grows hair naturally - stays healthy longer!

**60¢**

YOUR LUXURY LIP  
by **LUXOR**  
**Savon Sacher**

Once you see, touch, taste the fragrance of luxurious Savon Sacher you'll know it's the bath soap you've waited for! The big, creamy lather makes a rich, creamy lather... and the fragrance - pine, lilac, orange, clove, blossom, lavender, or Almond Beauty... is long-lasting, for added use!

**\$1.00**

**Rouge**

Lovely color harmony shades for your type... blondes, brunettes, brownettes and redheads

**50¢ plus tax**

Max Factor Hollywood

The Original "First Nighter"  
**Campana Balm**  
Skin Softener

\$1.00 Size Bottle, enough for 50 applications for hands... **79¢**

**HAND CREAM**  
Leaves hands feeling soft, smooth, velvety.  
5 oz. Jar **47¢**



**PIMPLES**  
Disappeared Overnight

Blackheads, lice, no matter how long they've been there, disappear as if by magic. This cream softens the pores, dissolves the dirt and oil that clog them, and applied liberally keeps the skin free from pimples and blackheads and discoloration. Use twice daily, morning and evening. Use only on clean skin. If you apply it to your face, you'll find your money back. Ask for money back, now.

**49¢**

**COUGH and COLD Remedies**

**Respamol**  
Relieves COUGHS due to COLDS  
47¢

Quinine is Back  
Grover's Genuine  
**Bromo Quinine**  
Sugar Coated  
50 Tablets **41¢**

**PEPSOMENT ANTISEPTIC**  
Large Bottle **39¢**  
Amazingly effective in relieving sore, irritated throat due to colds, influenza, tonsillitis.

**VICKS VAPORUB**  
RELIEVES COLDS MISERY  
3 1/2 oz. Jar **27¢**

**VITA-BAL "HOME" DENTAL TREATMENT**  
Regular Size **92¢**  
Efficient liquid dentifrice and mouthwash. Cleanses teeth, deodorizes breath. Try it today.

**DR. WEST'S MIRACLE TOOTH PASTE**  
Regular Size Tube **39¢**  
"SMILE WITH CONFIDENCE"

**DR. WEST'S MIRACLE-TUFT**  
Put your mouth in the right place.  
47¢

BEST SHAVE YOU EVER HAD - OR YOUR MONEY BACK!  
AND HERE'S WHY... The barber's better - shaved razor gives the best shave. The safety razor gives a safe shave.

**PAL HOLLOW GROUND RAZOR BLADES**  
GIVE YOU BOTH!  
THEY'RE HOLLOW GROUND AND FIT YOUR SAFETY RAZOR.  
DOUBLE or SINGLE edge  
Larger Lasting - Pal blades average less than 1¢ per shave.

Leather-Stripped for Super-Comfort  
**PAL**  
Double Edge  
10 for 25¢  
4 for 10¢

**Cashmere Bouquet TOILET SOAP**  
Adorns Your Skin With The Fragrance Men Love  
**3 Bars for 27¢**

Save on **HOUSEHOLD NEEDS**

**Toothpicks** Pkg. of 750 **4¢**

Cutter-Edged Box, Heavy **Waxed Paper** 125-2 roll **12¢**

California Colors - Special! **Plastic Glasses** 6" **87¢**

Save Enamel Surfaces - assl. colors **Rubber Utility Mat** 18"x 14" **37¢**

Assorted Colors **Rubber Bath Sponges** **17¢**

Reg. \$1.69 Seven Inch **Adjustable Mirror** **1.19**

Curved, Handy Kitchen **Metal Grater** **8¢**

Pig or Chick High - Reg. \$1.19 **Lacquered Pottery Pitchers** **97¢**

Reg. 50¢ - 70¢ **Old Fashion Glass** **3¢**

Heavy, Glass with Handles **Whiskey Mugs** **3 for 10¢**

Save Your Floors **Rubber Caster Cups** **5¢**

**BOX OF 50 pads Book Matches** **8¢**

FROM HOLLYWOOD FOR YOU

**Studio Girl SHAMPOO**

SPECIAL FORMULA FOR DRY HAIR & DANDRUFF

CREATED for the Movie Stars - you available to ALL women who cherish their hair - to keep your hair clean, soft, radiant with sparkling highlights, make Studio Girl YOUR shampoo!

**ECONOMY \$1.25 TRIAL SIZE... 59¢**

**Lemon Juice Recipe Checks Rheumatic Pain Quickly**

If you suffer from rheumatic arthritis or neuralgia, try this simple inexpensive home recipe that thousands are using. Get a package of **Studio Girl** Compound today. Mix it with a quart of water, add the juice of 7-8 lemons to it. Pleasant and so soluble at all. You need only 2 table-spoons two times a day. One within 48 hours - sometimes overnight - the pain will be gone. If it does not feel better, **Studio Girl** will cost you nothing to try as it is sold by your druggist under an absolute money-back guarantee. **Studio Girl** Compound is for sale and recommended by MID-CITY DRUG STORES.