

Mid-City Easter GIFT VALUES

HOFFMAN'S "ADORABLE" CHOCOLATES
Easter Time Is Candy Time
Fine assortment of Cream, Cherry, Peppermint and Dark Chocolate Coatings...
1 lb. 89¢

ELMO Honeyuckle
Dusting Powder and Eau de Cologne \$2.25

CHOOSE AN EASTER GIFT-SET FROM MID-CITY'S COSMETIC DEPARTMENT

Elmo GIFT SETS

Featuring
ELMO - HELENA
ROSEBERRY
BLACK FACTOR
PINKUP - BEYON
SKINTON



Just in Time for Easter
"Let Your Eyes Speak!"
Says
HELENA RUBINSTEIN



SAMPLES OF NEW BEAUTY GIVE WATERPROOF MASCARA, EYE MAKEUP, SPECIAL EYE CREAM. Also for light or dark eyes 2.00

SPECIAL Reg. \$3.00 COBEX
Hair Dressing Travel Set
Contains: Coiffeur Polish, comb, roller, mirror, safety razor, safety brush and other hair accessories.
In beautifully illustrated leatherette case. **\$1.98**



It's Striking
COBRA
Perfume
Made by
Wall
Faber, Co.
1/5 89¢
oz.

16 DISC WHEELS
FOR EASY ROLLING AGES 3 TO 7



NEW, AMAZING 16-DISC MULTI-KWIK ROLLER SKATE
Rolls easily on any smooth surface. All-steel roller skate that rolls like a wheel. Only \$2.99

1. 16 DISC
2. 16 CLAPS
3. 16 FEET
4. SELF-CLEANING
5. FULLY ADJUSTABLE
6. NOT A TOY—A REAL SKATE \$2.99

Shop Early for Easter
Advertised values effective today thru EASTER SUNDAY while store stocks last.

the perfect gift!



MEMNEN BABY BOX
Contains 50c Mennen Antiseptic Baby Oil and two 25c Powder **89¢**

BUNNIES AND Easter Animals

2-Tone Washable Plush-Gilt Faded Colors
12" CUDDLING RABBIT \$1.98
Reg. \$1.29 — Special
WOODEN RABBIT ON WHEELS 89¢
RED-STANDING ROOSTER \$1.89

Two-Tone Washable Plush-Gilt
11" STANDING DUCK \$1.98

2 1/2" and 3 1/2" COUNTRY
PETER RABBIT DOLL \$3.98

HERE'S A TOY FOR EVERYONE'S CHILD
Ducky Wucky Pull Toy 39¢

For Beautiful Hair



DAGGETT & RAMSDELL PERFECT SHAMPOO
Perfect beauty care... begins with the hair!
Reg. \$1.50, Special \$1.00 For Limited Time

PRO-FRY-LAC-TIC
"Jewelle" Roll-Wave Hair Brush and Comb
CLEAR JEWEL GIFT SET **\$4.45**

Easter Combination
CHAMPANEL BATH DOO
Apple Blossom
6-oz. Bubble Bath
6-oz. Cologne
GIFT SET **\$2.25**

If your hearts in it
—give her Lilianelle—that sentimental fragrance of Lilies of the Valley...
for love and luck!



Lilianelle Petit Saquet
TOILET ESSENCE and SACHET
both for **\$3.50** plus tax

Pinaud

PIMPLES
Disappeared Overnight



Blackheads, too. No matter how big, it is gone in a safe, gentle way. It is the only medicine that dries up pimples and blackheads as it acts to loosen and remove them. Those who followed the directions and applied the cream upon their faces were amazingly surprised when they found their faces clear and bright. This cream is not only safe, but it is also a skin conditioner and is very good for the complexion. Use it every day. It is a skin conditioner and is very good for the complexion. Use it every day. It is a skin conditioner and is very good for the complexion. Use it every day.

49¢

EASTER BASKET PARADE
Mid-City's Choice Easter Baskets are Filled To Satisfy Everyone's Taste

Others \$2.79
Candy \$2.99

29¢

CANDY AND TOY-FILLED
WHEELED RABBIT GO-CART 89¢

Pan-Cake Make-Up

Look as pretty as a picture... in just a few seconds



JUST TRY this modern make-up and see what a find it is as a time-saver. **\$1.50**

Originalized by
MAX FACTOR HOLLYWOOD

THE CUTICLE VANISHES



Unique Softol Fountain Shaper filled with special Lubricant softens, shapes, and removes cuticles without cutting quick as a flash. No other cuticle implement needed.

Complete Set **\$1.00** plus tax

Top Quality LIQUORS and SMOKERS Needs

Paul Jones WHISKEY
86 PROOF **\$3.54**

GRANGER PIPE
Tobacco **68¢**

CALVERT RESERVE WHISKEY
30% Straight Whiskey, 2 years or more old. **\$3.99**

CALVERT "SPECIAL" WHISKEY
A Fine Blend **\$3.50**

GRANGER PIPE
Keeps Vital Zone Spotted **97¢**

Barbasol
FOR MODERN SHAVERS
Agreeable To the Most Delicate Skin
Tubes **34¢**

PERSEPTANT ANTISEPTIC
Goes 3 Times As Far
It's Still Antiseptic when Diluted with 2 parts water
Giant Bottle **59¢**

PINAUD Double Header

For His Easter Gift
LELAG VIGORAL — His feel refreshed, invigorated. Deodorizes perspiration, excellent after exercising, shower, shave.
Plus **LELAG TALC**
BOTH FOR **\$1.00**

HERE'S TODAY'S BEST HAIR TONIC BUY!

WILDROOT
NON-ALCOHOLIC
CONTAINS **LANOLIN**
60% SIZE
47¢ PLUS TAX

Popular SHAVE NEEDS

GEM RAZORS
NOW AVAILABLE!
(WITH 3 GEM BLADES)
39¢

OFF WITH THAT STUBBLE!
PAL RAZOR BLADES
QUICK as a flash
COOL as a cucumber
SMOOTH as a duck
HOLLOW GROUND
10 for 25¢
4 for 10¢
1 for 4¢

Intriguing Fragrance
"SHEERLESS" EAU DE TOILETTE
"Sheerless" Eau de Toilette makes you tender for your charming hours.
1 oz. Bottle **91.25**

"COURTIN' TIME" NAIL POLISH SET
By LA CROSS
Dressing table set of polish, polish remover, cuticle remover and other essentials.
COMPLETE SET **\$1.00**

BIBLES

READERS' EDITION WITH CONCORDANCE — Popular priced for general reading. 8 color illustrations. 8 page size. 5 1/2" x 7 1/4". **BOLD FACE TYPE.**
Black Woven Binding red edges, gilt stamped cover. **EACH \$1.25**

TEACHERS' EDITION — Many unusual features and aids. Self-prompts. Concordance. Illustrations and Maps. Page size 5 1/2" x 7 1/4".
Woven Binding, red edges, gilt stamped cover. **EACH \$1.75**

Yardley Bond Street Perfume
\$2.50 - \$4.50

"WHEREVER" RUBBER GLOVES
Synthetic Latex
For Industrial and Home Use
Soft • Pliable • Strong • Durable
A "Fautlon" Product
PAIR **59¢**

Gift Boxed!

PINAUD APPLE BLOSSOM SOAP
For intelligent beauty care; de-lightfully perfumed.
BOX of 3 CAKES **\$1.00**

GIVE EVERSARP
For Easter



SKYLINE SET
MAGIC FIBER PEN.
Prevents "Gloobing" of nib.
MATCHING HERRING-BONE PENCIL.
Tests new points like a machine gun.
\$8.75
THE SET
Other Sets from \$5.25 to \$11.75