

Mid-City

CUT RATE DRUG STORES

Get these **VALUES**

SALE PRICES Good Thru SUNDAY, July 18th



BEACH-SHOWER SHU Avoid Athlete's Foot! **89¢**

Du Barry LIPSTICKS In Plastic Cases (Only) Get this famous lipstick in your favorite shade. Formerly, 1.00 While They Last! Special **50¢**



CLEANS ALL WHITE SHOES 25c Size Bottle **19¢**

RUBBER LATEX SWIM CAPS Neoprene Assorted Colors **69¢**

OLD DUTCH CLEANSER No Limit **3 for 20¢**

WHITE BOND PAPER ENVELOPES Reg. 5c Pkg. of 18 **3¢**

TALL ICE-DRINK GLASSES Decorated 9-oz. Size **6 for 24¢**

Feel the difference... instantly your hands capture and preserve romantic loveliness with Elge's Hand Cream. An instant action and soft, smooth hand beauty. Try it today! **49¢**

Richard Hudnut presents... **Dr. Barry PRIMITIVE RED**

as the best of a jungle draw

Priming Red lipstick, a Du Barry special beauty and a berry berry shade of face powder. \$1.50 plus tax

Alexa

America's first really new post-war desk and alarm clock

- Exquisite modern styling combines the rare beauty of tortoise-shell plastic and rose-gold finish metal.
- Gentle pleasing alarm bell. One window winds clock and alarm.
- Surprise! only **\$14.75** plus tax

At Last!

The cake make-up you've been waiting for

Cashmere Bouquet **Beau-Cake**

IN A SENSATIONAL NEW CASE WITH SPONGE IN BUILT-IN MOISTURE-PROOF COMPARTMENT

- A thrilling new improvement in cake make-up. Imparts an exquisite, smooth-as-silk finish to your skin—hides tiny skin blemishes and fine lines.

Available in a wide range of flattering shades! **\$1.00** plus tax

THE MAKE-UP SENSATION THAT ALL HOLLYWOOD IS TALKING ABOUT

Very personally yours

Comfort and confidence are always yours... with Kotex

Its flat tapered ends that don't show—its special safety center are Kotex features that are "Very Personally Yours."

More women choose **KOTEX** than all other sanitary napkins

ADVERTISED IN LIFE

KURB Palm Tablets... 25c KOTEX Wonderform Belt... 25c FIBS, The Kotex Tampon... 30c QUEST All Purpose Deodorant 31c

Fitz's MASSAGE BRUSH SPECIAL **99¢**

2.50 news

The Amazing New Scalp Conditioner that You've Been Reading about in National Magazines.

3 FOR THE MONEY

Mid-City OFFERS LIQUOR VALUES

Royal Banquet "Special" **SCOTCH** the Aristocrat of Blended Scotch Type Whiskey **5TH 3.77**

Full Quart **SPARKLETA CLUB SODA** 2 for **25¢**

24-Oz. Bottle **White Rock Water** 2 for **45¢**

KINSEY "The Unhurried" Whiskey **5th 3.89**

WILLIAM PENN 66 Proof WHISKEY **5TH 3.32**

Blended at high point of flavor - where the base whiskeys give the peak of rich, full-bodied taste.

ADVERTISED IN LIFE



ADVERTISED IN LIFE For infectious dandruff. For Halitosis (Bad Breath). **LISTERINE Antiseptic** 1-Ounce Bottle **39¢**

Summerproof your hair with **VITALIS** Use Vitalis and the "60-Second Workout" **39¢**

ADVERTISED IN LIFE Gaby is Rule No. 1 for those who enjoy the California sun! **GABY GREASELESS SUNTAN LOTION** Medium Size **47¢**

Keeps Legs Smooth and Hair-Free **IMRA COSMETIC DEPILATORY** Odorless, Painless 2 1/2-Ounce Jar **65¢**

ADVERTISED IN LIFE Look Sun-Tanned and Lovelier. Six color harmony shades. **MAX FACTOR PAN-CAKE MAKE-UP** For New Beauty Today **1.50**

Seals Without Moistening... **SCOTCH BRAND CELLULOSE TAPE** Complete with Plaid Dispenser 180 Inches **15¢**

ADVERTISED IN LIFE 2 out of 3 women can HAVE LOVELIER SKIN in 14 days. **PALMOLIVE SOAP** Start the Palmolive Beauty Plan Today! Reg. Size **6¢**

Dependable Performers Edward G. Robinson starring in "The Strangers." **STRATFORD "REGENCY" PEN** In Striking Duotones or Rich Solid Colors **1.00**

ADVERTISED IN LIFE Cools, Soothes, Doesn't Stain. Quick relief from summer skin troubles. **NOXZEMA MEDICATED SKIN CREAM** Greaseless Large Jar **43¢**

Fresh Wilson tennis balls, pressure packed in vacuum sealed tins. **WILSON CHAMPIONSHIP TENNIS BALLS** 3 for **1.32**

ADVERTISED IN LIFE New 7-second cooling relief from prickly heat. **Mennen Quicool Powder** 29¢ **Mennen Quinsana** Fights Athlete's Foot! **47¢**

Relieves itching, burning, irritated skin. **ZEMACOL STAINLESS LOTION** Protects But Doesn't Show **47¢**

ADVERTISED IN LIFE Take care of your good health with a toothbrush that's surgically sterile. **DR. WEST'S MIRACLE-TUFT TOOTH BRUSH** Made with "Eton" Bristles **47¢**

Keeps hair soft, lustrous and easy to manage. **IERIS ANTISEPTIC HAIR TONIC** For Loose Dandruff **59¢**

ADVERTISED IN LIFE Teeth Whiter, Bright and Gums Firm and Healthy. **FORHAN'S TOOTH PASTE** For Massaging Gums, Cleaning Teeth Large Tube **39¢**

Subtle as a shadow—familiar as the sun. **LOUIS PHILIPPE'S "SUN-BIRD" LIPSTICK** In Golden-Colored Metal Case **1.00**

ADVERTISED IN LIFE Thoroughly softens with the toughest brand. **LIFEBUOY SHAVING CREAM** No After-Lotions Needed Large Tube **27¢**

Mid-City SELLS NATIONAL BRANDS FOR LESS!



1315 SARTORI AVE., TORRANCE

