

GIFTS • SELF SERVICE • GIFTS

SELF SERVICE
Values

Mid-City

CUT RATE DRUG STORES

SELF SERVICE
Values



Santa Says:
SAVE THE MID-CITY
SELF-SERVICE WAY!
YOU'LL FIND GIFTS AT MID-CITY
FOR ALL THE FAMILY



SHOP EARLY FOR VALUES
SHOP MID-CITY FOR SAVINGS

The Big 'Self-Service' Store with the Big 'Christmas Values' Gifts for Mother, Dad, Sweetheart, Brother and Sister—Save on Every Gift Purchase

* Indicates Items Plus 20% Federal Excise Tax. • Advertised Specials Effective Through Dec. 2. • Limit Rights Reserved.

'Self-Service' GIFT VALUE
COLORFUL ASSORTMENT

CHRISTMAS CARDS

1945 Designs in a Wide Variety of Sentiments and Colors

Box of 21 With Envelopes **39¢**

Penn Champ MOTOR OIL
100% Pure Pennsylvania Oil
2 Gallon Sealed Tin **\$1.19**

Reg. \$1.49
MID-CITY VALUE

SAVE AT MID-CITY

Decorative TINSEL
For a Gay Xmas Tree

Package ... **9¢**

SAVE AT MID-CITY

Christmas SNOW
Decorative Mica for Home Decorating

Big Box ... **9¢**

GIVE ADDED BRILLIANCE TO YOUR CHRISTMAS TREE!
MIRRORED STARS FOR TREE LIGHTS
Place Behind Individual Lights.
Assorted Colors in Each Reflector.
Box of 8, Now Only **39¢**

SHOP EARLY

Colorful GIFT WRAP

4 Lightweight Sheets ... **10¢**
Heavy Wrap 3 Sheets ... **25¢**

Aunt Sue's FRENCH DRY CLEANER
Cleans All Clothing, Draperies, Hugs Thoroughly and Quickly

1-Gallon Tin ... **69¢**

SHOP EARLY

Adjustable, Steel Christmas Tree Stand
Fits and Holds Securely Any Tree. Lasts For Years. 3-Prong, Sturdy Legs.

Mid-City Special ... **97¢**

For BOYS! **TOYS** **For GIRLS!**

Heavy Cast Metal MAUSER **TOY PISTOL**
Exact Replica. CHRISTMAS SPECIAL.
\$1.35

'DREAM HOUSE' TOY FURNITURE
Custom Built. Hand Made. Complete Sets ... **\$1.19**

TWO-BLADE, POCKET **JACK KNIVES**
\$1.00 and **\$1.25**

12-INCH, TALL **UNDRESSED DOLLS**
A Real Doll Baby ... **98¢**

BOY SCOUT KNIVES
4 Blades With Key Ring ... **\$1.75**

"COLORED" DOLL
For the "Little Mother" to Dress ... **69¢**

FOR A REAL BOY — BUY HIS GIFT TODAY
REGULATION TOUGH FOOTBALL
Sturdy Leather Covering — Packed With Kapok Puncture Proof
Mid-City Special ... **89¢**

Gift Suggestions!

TIP FROM SANTA: SAVE MORE AT MID-CITY

REG. 59¢ STURDY FIBRE **COLORFUL MEXICAN SHOPPING BAG 49¢**

REG. \$1.98 **WOOD NUT BOWL WITH MALLET \$1.59**

PAIR **PLASTIC SALT AND PEPPER SHAKERS 59¢**

WITH HARDWOOD HANDLE **UTILITY CLOTHES BRUSH 69¢**

HEAVY, DECORATIVE FOR EVERY ROOM **FRENCH PLATE WALL MIRRORS 98¢**

SOFT, EAST INDIAN GOAT SKIN **MEN'S LEATHER WALLETS \$4.25**

MID-CITY Value **LUXOR "American Household" TOILET SOAP Gift Box of 4 Bars \$1.00**

Toiletry Gift **LA CROSS "GROOMER" GIFT KIT \$1.00**
Handy Leather Case with Comb and Nail File.

GLASSWARE

Reg. \$1.98 Heat Resistant **DOUBLE BOILER \$1.69**

Reg. \$2.95 Mickey Mouse Design **COOKIE JARS \$2.49**

Glass, Drip Coffee Maker **8-Cup Vaculator \$2.95**

6 1/4-Inch Round **KITCHEN BOWL**
Handy Glass Mixing Bowl
Buy Several ... **9¢**

SPARKLING GLASSWARE FOR KITCHEN UTILITY
2-QT. WHISTLING TEA KETTLE \$1.06
Easy to Keep Clean. Heat Proof Glass and Handle. Silver Plated Whistle.
Mid-City Special—Reg. \$1.19 Val.

SALE—POPULAR HOUSEHOLD SOAPS

MISSION BELL TOILET SOAP ... Each **5¢**

GRANDPA'S PINE TAR SOAP ... Reg. 8¢ Bar **5¢**

WOODBURY FACIAL SOAP ... 3 for **20¢**

CASHMERE BOUQUET SOAP ... 3 for **27¢**

PALMOLIVE TOILET SOAP ... Each **6¢**

WHITE KING TOILET SOAP 4 for **19¢**

Sierra Pine BATH SOAP BIG BARS ... **6¢**

Max Factor • HOLLYWOOD Presents **a Gift from Hollywood**

PAN-CAKE MAKE-UP SET
Glamour in a gay holiday box...
Max Factor Hollywood Pan-Cake Make-Up, Rouge and Tri-Color Lipstick ... **\$3.00**

Max Factor • Hollywood
Other Max Factor Hollywood Gift Sets...\$2.50, \$4.55 and \$6.00

Holiday 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¢

Park and Tilford Blended WHISKEY
86.8 Proof FULL PINT ... **\$2.27**

Hiram Walker Distilled DRY GIN
90 Proof FULL PINT ... **\$1.90**

BOTTLED IN BOND
JULES PERCHARD BRANDY
PINT ... **\$2.87** FIFTH ... **\$4.55**

Three Feathers WHISKEY
86 Proof FULL PINT ... **\$2.45**

MID-CITY HAS "D.D.T." INSECTICIDES

PARLYN With 5% D.D.T. Full Pint ... **89¢**

FLYROL D. D. T. FLY SPRAY
16-Oz. ... **19¢**
32-Oz. ... **32¢**

Pest B-Gon D.D.T. Spray
Kills Fleas, Ants, Beetles, Etc. 4-Oz. Bottle ... **97¢**

FLYDED With 1% D.D.T. Full Pint ... **19¢**

WING Insecticide D. D. T.
16-Oz. Bottle ... **89¢**

SAVE AT MID-CITY

1315 SARTORI AVENUE

NEXT DOOR TO LEVYS DEPARTMENT STORE