

Mid-City SELF-SERVICE

CUT RATE DRUG STORES

**CALIFORNIA'S
MOST COMPLETE
SELF-SERVICE
DRUG STORE!**

"SELF-SERVICE" DOUBLE OFFER
Colonial Dames Lipstick

"2 FOR 1"
SAVE 75c



**FASHION
SPECIAL**

GET YOUR "FASHION RIGHT" LIPSTICK TODAY!
Buy one Regular 75c Colonial Dames CAMPUS LIPSTICK and
receive another FREE at MID-CITY—Choose Your Favorite
Shades—For Every Ensemble.
Remember At
Mid-City **2 for 75c**



The Smart New Way
To Apply Your
Powder Bath
"TALC PATTY"
**POWDER
MITT**
For Fragrant
Loveliness
Reg. 23c
Value . . . **16c**



To Keep Your Hair Well Dressed
**Cashmere
Bouquet
Liquid
Brilliantine**
2-Oz. Bottle . . . **33c**



Bathe, Relax and Be Refreshed
**Sutton's
BUBBLE
BATH**
1-Lb. Pkg. in Assorted
Odors . . . **59c**
With
Scoop . . . **59c**



IT'S NEW *Mid-City has it!*
**Gillette
GOLD TECH
RAZOR**
Complete with
5 Gillette
BlueBlades **79c**

Gillette *Brushless* **SHAVE CREAM** **33c**
Citrate MAGNESIA **9c**
Rubbing ALCOHOL **9c**
Sherbet GLASSES **25c**

DRUGS VITAMINS

**Build Up Your Resistance
VITA-NEEDS
VITAMIN A CAPSULES**

25,000 U.S.P. Units Each.
Aids in Combating Night Blindness.
Reg. \$5.98 Value
Bottle of 250—Save \$1.19 . . . **\$4.79**



LILLY'S	ABBOTT'S	UPJOHN'S
LEXTRON No. 55	COFRON ELIXIR	SUPER D COD LIVER OIL
Bottle of 84 . . . \$2.72	12-Oz. Size . . . \$2.33	16-Oz. . . \$1.39
Reg. 33c Value, 2-Oz. Bottle		
STERLING TINCTURE BENZOIN 29c		
1-Oz. Bottle, Soothing For Chest Colds		
NATIONAL CAMPHORATED OIL 14c		
1/2-Oz. Bottle, National Brand		
ESSENCE OF PEPPERMINT 18c		

Self-Service November Special!

Big \$1.00 Size Jar

DAGGETT and RAMSDELL

HAND CREAM

Relieves rough, dry skin and keeps
the hands soft and smooth.

Mid-City
Special **69c**



**COTY
TOILET
WATER**

Paris-L'Origan
Emeraude
L'Aimant Fragrances
3.40
Oz. **\$2.25**



**JERIS
SHAMPOO**

For Hair and Scalp
Removes Loose Dandruff
4-Oz. Bottle . . . **29c**



**LOVALON
HAIR RINSE**

Tints the Hair as it
Rinses. Keeps Hair Neat.
5 Rinses in Package
12 Shades . . . **21c**

SELF-SERVICE Specials

PACK OF 20
**AIR MAIL
ENVELOPES**
Lightweight
For Air Mailing
Colored Border
Reg. To Pack
3c
Limit 2 Packs

POCKET CLIP
**MECHANICAL
PENCILS**
Propel and
Repel Type
Colored Barrel
Reg. 64c Value
49c

DOMINO
**ASPIRIN
TABLETS**
Pure, U.S.P.
Pkg. of 100
5 Gr. Tablets
4c
Limit 1 Pkg.

SEAMLESS
**IRRIGATOR
CAN**
White Enamel
Sickroom Need
2 Quart Size
With Handle
98c



TO SET YOUR LATEST
"HAIR DO"
**"Ten-Pin"
Wave Set
LIQUID**
In Novel Bowling
Pin Bottle.
12-Oz. **15c**



NEW FRAGRANCE FOR YOUR
BEAUTY BATH
**Wrisley's
Bath
Crystals**
To Soften and
Perfume Your Bath.
Reg. 3 for 10c.
Ass. Odors.
6 For **19c**



Reg. \$1.29 Value
**MASSAGE and
SHAMPOO SPRAY**

Rubber Massage Head and
5-Foot Rubber Hose

FOR MANY
HOME USES . . . **89c**



EXCELL
**FLASHLIGHT
BATTERIES**

For 2 or 3 Cell Flashlights.

Reg. 10c
Value . . . **2 for 11c**



REG. 39c VALUE
**ALL-METAL
DUST PANS**

A "Clean-Up"

Value.
Bright Colors. . . . **23c**

BABY NEEDS

**Safeguard Baby's Health
DAVIDSON'S
NO COLIC
NURSING UNIT**

Modern Screw-on Nipple and
Screw-on Cap

COMPLETE ALL FOR **41c**



SILK-RAYON
BABY BIBS

Keeps
Baby
Clean. **9c**

QUIT-IT

STOPS BABY'S
THUMB SUCKING
1/2-Oz. **47c**

**Save on the Big 29-Oz. Size
MENNEN'S ANTISEPTIC BABY OIL**

TO KEEP YOUR
BABY'S SKIN
HEALTHY. **\$1.79**



**GROVE'S
CHILL TONIC**

4-Oz. **40c**

**COLORFUL BALL
INFANT RATTLE**

Bright
Toy. **39c**



**COMPARTMENT SERVING DISH
BABY HOT PLATE**

Keep Food and Cereal
Warm By Filling
With Hot Water. **98c**

SALE - Beauty Soaps

DAINTILY SCENTED TOILET CAKES

Wrisley's "Spring Flowers"

TOILET SOAP

Assorted Odors, Modelled
in Shapes of
Spring Flowers

Box of 3 **50c**



PINAUD
**Apple Blossom
BATH SOAP**

Box of 3 **\$1.00**

WRISLEY'S
**Toilet Superbe
BATH SOAP**

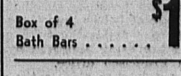
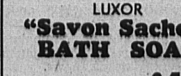
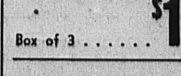
Gift Box
of 8 Cakes **\$1.00**

LUXOR
**"Savon Sachet"
BATH SOAP**

Box of 4
Bath Bars **\$1.00**

DU BARRY
**Perfumed
BATH SOAP**

Box of 3 **\$1.50**

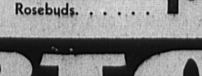


HELENA RUBINSTEIN

"Apple Blossom"

COMPLEXION SOAP

Gay Gift Box of 10 Guest
Size Cakes
Modelled As
Rosebuds. **\$1.00**



Fine Stationery



"PICTURE BOX"
CLOTH BOND
STATIONERY

Gift Box of 200 Sheets
and 100 Envelopes.

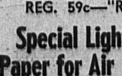
Regular
\$1.98
Value. **\$1.29**



REG. 59c—"3 STAR"

BOX STATIONERY

24 De Luxe Sheets,
24 Envelopes **39c**



REG. 59c—"ROCKET"

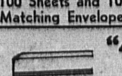
**Special Lightweight
Paper for Air
Mail Letters 43c**



FORMER \$3.50 VALUE GIFT CHEST

"CREST BOX" STATIONERY

100 Sheets and 100
Matching Envelopes **\$1.75**



"American Eagle"

WHITE BOND

**CLUB
STATIONERY**

24 CLUB SHEETS
and 24 ENVELOPES

Reg. 39c
Value. **23c**



Wines AND FINE LIQUORS

BOTTLED IN KENTUCKY
PRE-WAR WHISKIES BLENDED

HILL and HILL

BOURBON WHISKEY

93 Proof

Fifth
Gallon **\$3.73**

Limit 1 Bottle

AMERICA'S MOST DISTINGUISHED WHISKEY

LORETTO

BLENDED WHISKEY

86 Proof

Fifth
Gallon **\$3.24**

Limit 2 BOTTLES

Fifth Gallon, 86 Proof, Blended Whiskey

GOLDEN WEDDING **\$3.45**

(Limit 2)

Fifth Gallon, 100 Proof, Southern Favorite

SOUTHERN COMFORT **\$5.78**

Full Pint, 86 Proof, Blended Whiskey

THREE FEATHERS **\$2.47**

MID-CITY, NEW LOW PRICES!

Roma California

SWEET WINES

Port, Muscatel, Sherry, Tokay
Reg. \$1.05 Value

Fifth
Gallon **79c**

CLARET and
BURGUNDY **56c**

SAUTERNE
Fifth **59c**



1315 SARTORI AVENUE

NEXT DOOR TO LEVY'S DEPARTMENT STORE