2040 FREMONT SEASIDE MIDCO DEPARTMENT STORE

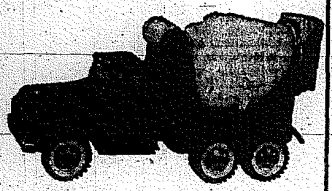
SPECIAL PRICES EFFECTIVE TONIGHT THROUGH MONDAY

Monterey Peninsula Herald Thurs 19 Sept 1963 Pg 30

TOY DEPARTMENT

Early Bird Specials

All Tonka Toys Reduced 50%



While They Last!

AURORA ROAD RACE SETS

Reg. 24.95 MIDCO 13.95

AUTOMOTIV DEPARTMENT

CLOSE-OUT—PORTABLE CAR COOLERS
POLARAIRE CAR COOLER
6 Volt — 2 in Stock —
Reg. $51.00 At Midco 27.50

NORTH AIRE CAR COOLER
12 Volt — 2 in stock.
Reg. $60.00 At Midco 33.75

BON AIRE CAR COOLER
12 Volt — 1 in stock
Reg. 65.00 at Midco 35.95

STP—SUPER CONCENTRATE OIL TREATMENT
16-oz. Can At Midco 1.35

GARDEN DEPARTMENT



Ferry Morse
SNAIL BAIT
Kills Snails and Slugs — Fertilizes Plants, Too!
2-LB. BOX
AT MIDCO 49¢

Black Flag Ant & Roach Killer
Spray Can
Reg. 99c At Midco 75¢

End-O-Pest Lawn Insect Killer
Ants, Earwigs — Pint
Reg. 2.45 At Midco 1.79

BABY DEPARTMENT

Baby Rest Bumper Pads

Wet Proof, Sanitary, Assorted Prints—4 Sided
Reg. 6.00 AT MIDCO 3.99

HARDWARE DEPARTMENT



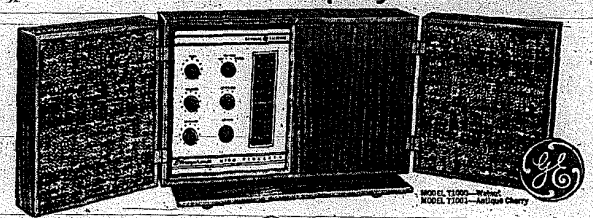
Westinghouse Light Bulbs —
New Shape — Eye Saving Bulbs—40, 60, 75, 100 watt. Package of 2 Bulbs.
Reg. 62c pk.
At Midco—pk. 43¢

Flashlight Batteries—Ray-O-Vac. Size D.
Reg. 20c
At Midco 12¢

40 Gal. Water Heater —
Nationally Known Brand —
10 yr. warranty—Glass lined.
Reg. $99.95
At Midco 56.45

ELECTRONICS DEPARTMENT

NOW! A radio that plays STEREO!



NEW General Electric STEREO-RADIO!

General Electric introduces the most exciting new sound in radio: stereo reception. No speakers to hook up, no connections to make. Just plug in and receive superb, life-like FM Stereo. Standard AM and FM programs sound better than ever, too. And, you can plug in your record changer to play stereo and monaural records.

MIDCO PRICE 145.95

- Plays FM Stereo • Plays Standard AM • Plays Standard FM
- Phono-jack for plugging in your record changer
- Superb sound, magnificent full-fidelity performance
- Two 8" oval speakers matched to powerful audio circuitry
- Detachable, swing-out speaker enclosures
- Precision instrument controls for pinpoint tuning and tone selection
- Two antennas
- Genuine wood veneer cabinetry

90-day warranty on parts and labor

Hear the newest sound in radio!

SPORTING GOODS DEPARTMENT

HUNTING COAT
7½ ounce army duck water repellant. Rubberized game pockets with elastic shell loops.
Reg. 10.95 at Midco 6.95

INSULATED UNDERWEAR
Two piece suit 3 oz. fortrel polyester fiber. Comfortable, greater warmth, light in weight, moth, mildew resistant, washes easily.
Reg. 14.95 at Midco 9.95

CHILLED SHOT
Bunker Hill
25 lb. Bag 5.95 5 lb.Bag 1.19

HUNTING BOOT
Insulated. Full laced steel shank, heavily insulated boot for comfort and warmth, all rubber and fully lined. Olive green upper, tan sole and heel.
Sizes 6 thru 12. Special Midco Price 5.95

BINOCULARS
8x30 center focus, field at 1000 yards 393 feet. Bosh and Lomb type fully coated lens. Excellent for deer hunters.
Reg. 31.95 at Midco 22.95

SUNDRIES DEPARTMENT



NEW!
HELENE CURTIS
Reg. 1.50
MIDCO 99¢

SOLINGEN STAINLESS STEEL BLADES
100 to 300 shaves per package
Reg. 1.49 at Midco 99¢

NEW TEK DENTURE ADHESIVE
Grips instantly, lasts all day. By Johnson & Johnson. Reg. 98c at Midc 59¢

PAINT DEPARTMENT



DUPONT
LUCITE
Wall Paint
Reg. $7.45
GAL. AT MIDCO $5.95

DUPONT DUCO SATIN SHEEN ENAMEL —
For Woodwork and trim—
Qt. — Reg. $3.05 At Midco 2.29

DUPONT PAINT THINNER — Odorless Type.
Qt. Reg. 85c At Midco 69¢

HOUSEWARES

PORTABLE HAND MIXER
Toastmaster No. 1711
Reg. 21.95 at Midco 11.99

BBQ Floor Display Clearance
Structos — your buy — several styles, one of each.
Bargain Prices

LAZY SUSANS
6 Piece at Midco 2.99

PRESTO COFFEEMAKER
New super speed stainless steel submersible coffeemaker, with 2-9 cup, just introduced.
Reg. 26.95 at Midco 19.97

DORMEYER TOASTER
4 Slice
Reg. 24.95 at Midco 15.97
2 Slice
Reg. 21.00 at Midco 14.99

TV TRAYS
Different patterns
Reg. 9.95 Set at Midco 5.99

ICE CRUSHERS
Automatic Oster Snowflake
Reg. 24.95 at Midco 18.79

Can Opener, Knife-Scissors Sharpener Combination
16.56

Oster Original OSTERIZERS
Reg. 49.95 at Midco 29.97

LINEN DEPARTMENT

Decorator Pillows 99¢

Muslin Sheets
Top or Bottom Fitted Double $2.20
Twin 1.99

Pillows 99¢

GIFT DEPARTMENT

THE LARGEST AND MOST COMPLETE HAIR DRYER LINE IN THE AREA AT LOW DISCOUNT PRICES.

General Electric Reg. 24.95 at Midco 18.97
Presto Reg. 15.95 at Midco 11.57
Toastmaster Reg. 29.95 at Midco 19.97
Westinghouse Reg. 19.95 at Midco 15.97
Iona Reg. 27.95 at Midco 18.97
Remington Reg. 21.95 at Midco 14.88

Visit our completely full line of Glassware, Ceramics, Kromex, etc. Browse around.

GROCERY DEPARTMENT

Sliced Bacon Swift's Premium, lb. 59¢

Olives Wyandotte Whole Ripe or Pitted, 7-oz. 4 for 89¢

Flour Harvest King 5 lbs. 39¢

Wieners Swift Premium All Meat lb. 37¢

Matches Diamond, 50 Ct. 3 for 29¢

Milk Carnation or Pet, Tall Cans 3 for 39¢

Chocolate Bordens Dutch, Family size 2 lb., 6 oz. 69¢

Distilled Water Black Mountain 49¢

Peanut Butter Tom Sawyer, 3-lb. 1.09

Tea McCormich 100 TEA BAGS 79¢

Potato Chips Tom Sawyer, 14-oz. 49¢

Peanuts Virginia, Bulk In Hull, Roasted or Salted lb. 37¢

APPLE Juice OR Cider Golden Blend Qts. 2 for 49¢

English Walnuts In Hull. lb. 49¢

Rinse STA FLO Qt. 33¢

FROZEN FOODS

French Fries Ida-Ore 6 for 59¢
Vegetables Thrif-T-Pak Your Choice 5 for 79¢
Sole Fillets Gorton's, 1-lb. 63¢
Catfish Fillets Gorton's, 1-lb. 69¢
Ocean Perch Fillets Gorton's, 1-lb. 59¢
Sea Scallops Gorton's, 7-oz. 49¢
Fish Sticks Gorton's, 8-oz. 39¢
½ Fried Chicken Banquet, Ready to Eat 71¢
Scoopin' Ice Cream Borden's ½ Gal. 69¢
Imitation Ice Cream Borden's ½ Gal. 44¢
Imitation Ice Milk Borden's ½ Gal. 29¢

PRODUCE SPECIALS

Potatoes No. 1 Russet 10 lb. bag 39¢
Tomatoes Firm No. 1 lb. 10¢
Grapes Seedless, Large, Sweet 4 lbs 49¢
Apples Red Delicious, Golden Delicious and Banana 4 lbs. 49¢
Red Lettuce head 5¢
Butter Lettuce head 5¢
Collard Greens bunch 5¢
Mustard Greens bunch 5¢