

MIDCO

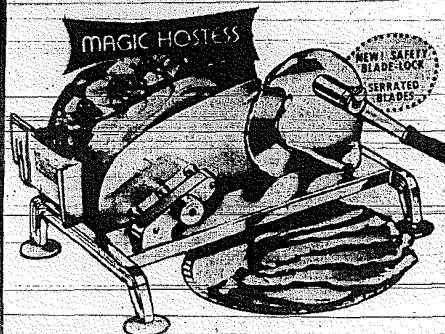
"Where You Always Buy for Less"

2040 FREMONT
IN SEASIDE

SHOP THESE TERRIFIC
BARGAINS - TONIGHT
THRU MONDAY!



HOUSEWARES DEPARTMENT



RIVAL ALL CHROME Reg. 19.95 **9.95**
Meat Slicers Hand Model
Reg. 34.95 **19.97**
Electric Model

Monterey Peninsula Herald
THUR 11 APRIL 1963
Pg 15

BROOKFIELD
45-PC
MELMAC
DINNERWARE
SERVICE
FOR 8
3 Patterns
Meadowlark
Feather Flower
Delicate

REG. 6.95
at Midco **12.99**

DAVID DOUGLAS PARTY PERCOLATORS

8-CUP PERCOLATOR Reg. 4.95 at Midco **2.99**
10-CUP PERCOLATOR Reg. 5.95 at Midco **3.99**
Kromex 4-pc Chrome Cannister Set Reg. 10.98 at Midco **8.96**

GARDEN DEPARTMENT

Sleer Manure

Real Bull Brand, excellent for lawns, flowers, shrubs, 2 cu. ft. bag

at Midco . . . **72¢**

Aluminum Lawn Edging

Bravants grass spreading, 4" x 15' roll

at Midco . . . **45¢**

Ferry-Morse Gro Kils

The quick, easy way of starting garden plants indoors. Kit includes packet of seed, planting mixture, watering tray.

SPORTING GOODS DEPT.

BASEBALL GLOVES
We have a large selection of Baseball Gloves. Ranging in price from **2.25 to 17.93**

HEALTHWAYS CRESSI RHONDINE FINS

Professional black neoprene model, world renowned for form fitting comfort and lightweight rigid construction.

Reg. 9.95 at Midco **7.95**

SIDEWALK SHOE SKATES

By Roller Derby, a sturdy constructed ball bearing skate attached to a high top shoe for sidewalk use.

Reg. 7.00 at Midco **5.95**

TABLE TENNIS SETS

4 player, four rubber faced paddles, net brackets and 4 balls packed in handy carrying case.

Reg. 6.00 at Midco **3.75**

TENNIS RACKETS

Professional model, laminated construction, leather grip.

a real value of **5.95**

SHOTSHIELD

RELOADING PRESS

The Texan crownloader A, ideal for beginners. All loading operations completed in the sizing die. Built in wad and pressure indicator. Single stage crimper for faster crimping.

BABY DEPARTMENT

LESS WORK FOR MOTHERS
with NEW
General Electric Heat 'n' Serve
BABY FOOD WARMER

New General Electric Automatic Baby Food Warmer heats food to baby's taste, then keeps it warm all through feeding - even after the cord has been removed. Firm suction bottom prevents tipping. When feeding is over, Warmer goes right into the dishwasher - no pots and extra dishes. Choose either pink, blue, or yellow.

Regularly 9.95
at Midco **6.87**

Account on VISA

SUNDRIES DEPARTMENT

PURSE SIZE
METERED PERFUME
"PERFUMIZER"

Jergens
Lotion

CLASSIC BEAUTY
Dispenser

Reg. \$1.25
at MIDCO **87¢**

Reg. 65¢
at Midco **\$1.00**

EACH CONTAINS 10 CC. PERFUME (OVER 200 SPRAYS)

TOP DEPARTMENT

TALKING
BUGS BUNNY REG. 14.00
7.97

"CHATTY CATHY"

The Talking Doll
She Says Eleven
Different Things

Reg. 16.00
at Midco **8.97**



"CHATTY BABY"

REG. 16.00
at Midco **8.97**

Visit Our Toy Department and
See Our Large Selection of
Easter Supplies

ELECTRONICS DEPARTMENT

GENERAL ELECTRIC PORTABLE RADIO
earphone carry case battery shoulder strap

G.E. PORTABLE SPECIAL **16.95**

ALSO . . . See our new stock of Sony Pocket Size Transistor Radios - All you Giant fans should have one.

PAINT DEPARTMENT

From Du Pont Research!
New way to beat the Blister Problem
A new system that gives you greater protection against moisture blistering than traditional linseed oil paints:
If the old paint has blistered, remove old paint down to bare wood.
Prime with Du Pont-Blistor-Resistant Primer.
Cover with one or more coats of "Lucite" House Paint. Dries in one hour. Clean hands and brushes with water. Result - a lovely, rich, low-luster finish of far longer life than old-style linseed oil paint!
For previously painted surfaces in good condition, apply one or two coats of Lucite House Paint - no primer needed.

New Du Pont LUCITE House Paint
For Wood, Stucco or Masonry - 12 colors
Reg. 8.00 Gal. **7.29**

HARDWARE DEPARTMENT

26" x 8" Panels **4.49**
26" x 10" Panels **5.59**
26" x 12" Panels **6.69**

DO-IT-YOURSELF WONDER MATERIAL
Shatterproof! Won't warp or rot! Easy to handle and install - no patios, fences.

CAMERA and JEWELRY DEPT.

EASTER
is family time
and a wonderful time for pictures



BROWNIE Fiesta CAMERA OUTFIT

Complete snapshot outfit at low, low cost!

Everything for instant outdoor pictures in one value-packed outfit! Brownie Fiesta camera takes snaps in color and black-and-white, even color slides. Just aim and shoot! For indoor pictures, flash holder slips right on top of camera. Outfit includes camera, flash holder, film, bulbs, batteries, neck strap, in gift box.

MIDCO **8.25**

BUNNIES EGGS

EASTER CLOTHES
Perfect for pictures

Make your own Easter outfit for Kodak Instamatic cameras. Gift.



KODAK Electric-Eye Cameras

Give us better pictures automatically!

Now picture-taking is easier and better than ever. Today's new Kodak cameras have electric-eye control to set the focus for sun or shade, bright or dull days. You get beautifully exposed pictures automatically. See our selection of electric-eye cameras for snapshots, color slides and movie-making.

as low as **19.95**

Fashion Craft

Long Remembered GIFTS

CROSSES FROM **\$ 2.99**

Beautifully LOCKETS Gift boxed

BABY JEWELRY

Yellow gold-filled Sterling silver 14 Karat solid gold

We are proud to feature a complete selection of these cherished gift items. The name FASHION CRAFT assures you of the utmost in quality, beauty and value!

*TWIST-O-FLEX

Watchbands by Special

You Can Twist It, Turn It, Even Tie It In A Knot. Come in for a free demonstration.

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