

**FRIDAY and SATURDAY
AUGUST 26-27**

Join the Crowds AT OUR NEW STORE OPENING

NEW SUPER

Completely Air Conditioned
Modernized New Fountain

**Rexall
GRAND
OPENING
Sale**

DRUG STORE

Max Factor
COSMETICS
COMPLETE LINE

**Lord Baltimore
WRITING PORTFOLIO**
Quality White Linen Finish Paper
Popular Sized Sheets
36 LARGE FLAT SHEETS
24 ENVELOPES
During Our
Opening **39c**

**NOW! FOR YOU!
Schrafft's
CHOCOLATES**
Displayed on FRESHMASTER
The Showcase
That Insures FRESHNESS



Maxwell J. Smith, Inc.

REXALL DRUG STORE
27702 W. Eight Mile at Grand River Phone Farmington 1061

REG. \$2.00 JAR CARA NOME
COLD or CLEANSING
CREAM, Only \$1.00
DURING OPENING SALE



PHIL HARRIS star of the
Rexall Radio Show, Sunday evenings

Says

There's always a
stag party
FOR MEN ONLY
at your **Rexall** drug store

LIMITED TIME SPECIAL!
COOLATED SHAVE CREAM
plus Pkg. of 5
SUPER RAZOR BLADES
Reg. 69c **BOTH 49c**



TOILET GOODS

- LUSTER CREAM SHAMPOO 2 49c tubes \$.49
- 75c Fitch's SHAMPOO
- and 50c SCALP MASSAGER Both for .79
- \$1.00 Rayve CREAM SHAMPOO, Jar89
- Rayve HOME PERMANENT 2.00
- Rayve HOME PERMANENT REFILL 1.00
- Richard Hudnut HOME PERMANENT 2.75
- Richard Hudnut HOME PERMANENT REFILL 1.00
- Toni HOME PERMANENT 2.00
- Toni HOME PERMANENT REFILL 1.00
- \$1.00 HALO SHAMPOO79
- 4 oz. VITALIS47
- 4 oz. Pepsodent Ammoniated TOOTH POWDER .43
- BIG \$1.20 COMBINATION—
Wildroot Cream Oil Hair Tonic with
Wildroot Liquid Cream Shampoo ... Only .59
- CARA NOME DUSTING POWDER 1.25
- 50c IPANA TOOTH PASTE47
- 2½ oz. BRITEN TOOTH PASTE29

(Above Prices Do Not Include Federal Tax)

SUNDRIES

- BABY BROWNIE SPECIAL CAMERA \$2.75
- CHILDREN'S BOOKS (assorted titles)25
- CAR-MAC-AUTOMATIC KEY COUPLER59
Park Your Car and Keep Your Keys
- RONSON CIGARETTE LIGHTERS .. 6.00 to 16.50
- DONALD DUCK WRIST WATCHES 6.95
- NIFTY BOTTLE OPENER10
- LaCROSS NAIL CLIPPER25
- MASTER 6-in-1 COMBINATION CLIPPER .. .49
- Calorex VACUUM BOTTLES 1.49
- CASCADE PLAYING CARDS49
- CALOREX SCHOOL LUNCH KITS 2.49
- INGERSOL ALARM CLOCKS 3.45 and 4.45
- Formerly \$6.77 ELECTRIC TOASTERS Now 4.79
- MEN'S BILL FOLDS 1.00 to 5.00

(Above Prices Do Not Include Federal Tax)

a beautiful experience is waiting for you!



HELENA RUBINSTEIN'S
world-famous beauty essentials are here to perfect
and personalize your beauty!

We are proud to announce that we are now carrying the incomparable beauty preparations of the one and only Helena Rubinstein... the world's leading beauty authority, whose "cosmetic firsts" are a constant promise of new beauty to every woman!

- first... to create a beauty-cleanser that actually purifies as it cleanses... famous "PASTEURIZED" FACE CREAM, the "beauty treatment of millions", 1.00 to 4.50, "PASTEURIZED" NIGHT CREAM 1.50, 2.50.
- first... to key lipsticks to both hair-color types and to costume colors blonde, brunette, red-head, medium-brown or silver-gray... now every beauty can be a make-up expert... LIPSTICK FOUR-CAST, 4 lipsticks for 3.50, LIPSTICK COLOR KEYS, 4 budget-sized lipsticks for 1.50.
- first... to introduce estrogenic hormones in a cream that can ward off the march of time... over-thirty beauty-must! ESTROGENIC HORMONE CREAM 3.50, OIL 5.00.
- first... to blend pure silk in revolutionary new foundations and powders to give skin the look of silk, the feel of silk, silk's long-lasting beauty... SILK-FILM 1.25, SILK-TONE 1.50, SILK-SCREEN FACE POWDER 1.00, 3.50.
- first... to create wonderful fragrances that capture every feminine mood... dramatic COMMAND PERFORMANCE, divine HEAVEN SENT... romantic APPLE BLOSSOM... sophisticated WHITE FLAME, intriguing BEST SELLER... new type of fragrance adventure. Perfumes 1.00 to 45.00.
- first... to individualize beauty essentials so that now there's a specific product for every skin problem. A personalized treatment for every skin type.

All prices plus tax

Brushless Shaving Cream
Whisker-willing
5 oz. tube **49c**



ECONOMY SIZE JAR 8½ ozs. **79c**

Wooden Bowl Shaving Soap
Preferred by many **72c**



After-Shave Lotion
Tingling, brisk
3 oz. bottle **39c**
6 oz. size... **77c** 12 oz. size... **1.25**



Smooth Talk
The final touch
9 ounces **75c**



Cream Deodorant
Effective, non-greasy
1½ ounces **50c**



New Cologne-Deodorant
Super-effective
6 ounces **75c**



Liquid Brilliantine
Means well-groomed hair
3 ounces **79c**



Scented Hair Dressing
Controls unruly hair
6 ounces **98c**



Perfumed Hair Oil
Designed for good grooming
3 ounces **39c**
6 oz. bottle... **69c**



Shampoo
For a thorough job
6 ounces **79c**
12 ounces... **1.25**



Lip Aid
Relief for chapped lip. **39c**



Powder for Men
Face powder quality
2½ ounces **39c**



Particular men prefer **stag** men's toiletries