

BE WISE — SHOP PENNY WISE DISCOUNT STORE

33306 GRAND RIVER AVE. — 474-9333
DOWNTOWN FARMINGTON

WE DISCOUNT ALL NATIONALLY ADVERTISED BRANDS EVERY DAY - MEDICINE CHEST NEEDS - TOILETRIES - VITAMINS - COSMETICS!

FREE! RULER!

Regulation 12" Plastic Ruler
Holes Punched to Fit Binders
FREE WITH THIS COUPON

Coupon Expires Thurs., Sept. 10, 1964

AQUA NET HAIR SPRAY

Limit One Per Customer
Coupon Expires 9-10-64

45¢

With Coupon

STOP OVER PAYING - COMPARE OUR EVERYDAY PRICES!

SCHOOL SUPPLY DISCOUNTS

300 COUNT
Fits 2 or 3 Hole Binders

FILLER PAPER

35¢

TREMENDOUS
SAVINGS ON -

- PENCILS • PENS
- NOTE PADS
- PENCIL POUCHES
- EVERYTHING

Retail 1.00
**HAIR
ROLLERS**

BRUSH STYLE
ALL SIZES
Pkg. of 20
39¢

Retail 98¢
**BAN
Deodorant**

69¢

Retail 1.00
**SECRET
ROLL-ON
DEODORANT**

69¢

Retail 1.00
**Stick
Deodorant**

75¢

Retail 3.00
**SARDO
BATH OIL**

\$1.99

Retail 2.25
**BRECK
HAIR SPRAY**

Reg. - Gentle - Super Hold
\$1.19

Retail 1.75
**BRECK
Shampoo**

Normal - Dry - Oily
16 oz. **99¢**

Retail 27¢
SIMILAC

20¢

Retail 98¢
**BABY OIL
or LOTION**

69¢

Retail 79¢
Baby Powder

59¢

Retail 59¢
**ALKA-
SELTZER**

37¢

Retail 3.50
**Metamucil
1 LB.**

\$2.64

Retail 98¢
**BROMO
SELTZER**

69¢

33306 GRAND RIVER
Near Farmington Road

PENNY WISE DISCOUNT STORE

33306 GRAND RIVER

Near Farmington Road

COME ON IN

the savings are great

Our "EVERYDAY PRICES" ARE LOWER !!

Our "EVERYDAY PRICES" ARE LOWER !!

Retail 6.47 - 250's
Miles ONE-A-DAY

\$4.29

Retail 2.94 - 100's
Miles ONE-A-DAY

\$1.89

Retail 3.50 - 100's
CHOCKS for Children

\$1.89

Retail 3.99
CHOCKS 180's

\$3.19

Retail 2.99
VI DAYLIN

ABBOTT'S - Pint **\$2.79**

Retail 3.11 - 100's
UNICAPS

\$1.89

COMPARE - 100's
SMALL FRY

Children's Chewables **99¢**

Retail 4.55 - 100's
POLYVISOL

CHEWABLES **\$2.92**

Retail 89¢ - 100's
VITAMIN A

25,000 UNITS **69¢**

Retail 1.98 - 100's - Compare Contents
Daily Vitamins

APPROVED **89¢**

Retail 89¢ - 100's
VITAMIN C

250 MG. **69¢**

Retail 89¢ - 100's
VITAMIN B1

25 MG. **49¢**

Retail 79¢ - 100's
VITAMIN B1

50 MG. **59¢**

Retail 79¢ - 100's
D C P TABS

59¢

Retail 1.25
MODESS 12's

REGULAR or SUPER
Limit One Per Customer
Coupon Expires 9-10-64

19¢

Retail 1.50
CREST TOOTH PASTE

83¢ - Family Size
Limit One Per Customer
Coupon Expires 9-10-64

45¢

EVERY ITEM IN THE STORE IS SOLD AT A DISCOUNT

A NATIONALLY
ADVERTISED BRAND
REGULAR 99¢
FIRST QUALITY
**SEAMLESS
HOSE**

69¢

Retail 1.25
CLAIROL

Cremo Formula
69¢

Retail 1.50
**CLAIROL
TONERS**

79¢

Retail 1.50
ULTRA-BLUE

With Preflators
99¢

Retail 2.25
ROUX

FANCIFUL RINSES
\$1.19

Retail 1.50
Loving Care

Washes Gray Away
99¢

Retail 1.50
**RUBENSTEIN'S
TINTILATE**

\$1.25

Retail 1.50
Cover Girl

MAKE-UP
Liquid or Compact
\$1.19

Retail 1.00
VO-5 Tube

HAIR CONDITIONER
Reg. - Fine - Blue
69¢

Retail 1.25
ALLEREST

24's
89¢

OUR EVERYDAY PRICES
MATCH
YOUR EVERYDAY NEEDS
TOOTH PASTE

Reg. 83¢
**GLEEM
CREST
COLGATE**

59¢

For Mouths After
Back-to-School
RITUAL
79¢

Retail 1.59
TAMPAX

40's
REGULAR
SUPER
\$1.09

Retail 4.95
SUPP-HOSE

LADIES' 24's
PAIR
\$3.48

Reg. 69¢
**GLEEM
CREST
COLGATE**

49¢

OUR STORE IS ONE BIG BARGAIN COUNTER!

Retail 79¢
• Schick
• Personna
• Wilkinson Sword
STAINLESS STEEL
Razor Blades

Double Edge
59¢

Retail 98¢
Brylcream

KING SIZE
69¢

Retail 98¢
Rapid Shave

Bomb
REGULAR
MENTHOL
SPICE
69¢

Retail 79¢
**GILLETTE
SUN-UP**

AFTER SHAVE
59¢

Retail 1.60
PHISOHEX

\$1.19

Retail 1.19
CLEARASIL

89¢

Retail 98¢
TACKLE

FOR YOUNG MEN
69¢

FEDERAL EXCISE TAX CHARGED WHEN APPLICABLE ON ADVERTISED PRICE — NOT ON SUGGESTED RETAIL PRICE

FARMINGTON'S ONLY STORE WITH PRICES COMPARABLE TO WHOLESALE!