

PRICES HAVE BEEN SHOT DOWN

at PENNY WISE DISCOUNT STORE

Check Our "Everyday Prices" on Hair Needs

RETAIL 1.25
MISS CLAIROL CREME FORMULA 79c

RETAIL 1.50
ULTRA BLUE HAIR LIGHTENER 99c

RETAIL 1.50
CLAIROL TONERS 79c

2.40 VALUE — Full Pint
DEVELOPER 79c

RETAIL 2.00
TECHNIQUE \$1.49
by Shulton

RETAIL 1.50
Aqua Net Hair Spray .. 59c
OUR EVERYDAY PRICE

RETAIL 2.25
VO-5 HAIR SPRAY .. \$1.59

RETAIL 1.10 — Lustrous & Lanolite
Revlon Lipstick Refills 92c

SAVE ALL REVLOL COSMETICS
SOLD AT DISCOUNT PRICES

RETAIL 2.00 — Revlon
Intimate Spray \$1.69
Special

RETAIL 1.29
BUFFERIN
100's
79c

Retail 2.00
BORN BLONDE
CLAIROL
99c

1.00 Size
WOODBURY SHAMPOO
55c

Retail 98c
BRYL CREAM
69c

WE
DISCOUNT
EVERY
ITEM
EVERY DAY

Retail 98c
RAPID SHAVE
69c

Retail 3.00
SARDO Bath Oil
With Free Bath
Offers
1.79

Retail 98c
AQUA VELVA
69c

Retail 1.49
GILLETTE
Stainless
Steel
BLADES
10 PACK
99c



OPEN
Mon. - Thurs.
Fri. & Sat.
Til 9 p.m.

COMPARE THESE PRICES
ANYWHERE!

Retail 89c
CREST Tooth Paste .. 65c

Retail 75c
CREST Tooth Paste .. 55c

Retail 89c
Colgate Tooth Paste ... 65c

Retail 75c
Colgate Tooth Paste ... 55c

Retail 89c
Pepsodent Tooth Paste . 65c

Retail 89c
LAVORIS 67c

Retail 98c
MICRIN 69c

Retail 98c
LISTERINE 69c

Retail 75c
POLIDENT 55c

Retail 69c
ZONITE 55c

PENNY WISE COUPON

RETAIL 1.73

MODESS
48's
SUPER or REGULAR

LIMIT ONE
PER CUSTOMER
WITH COUPON

Coupon Expires
February 24, 1965

89c

PENNY WISE COUPON

RETAIL 1.75

NEW
HEAD & SHOULDERS
LIQUID SHAMPOO

LIMIT ONE
PER CUSTOMER
WITH COUPON

Coupon Expires
February 24, 1965

88c

PENNY WISE COUPON

RETAIL 39c

St. Joseph Baby
ASPIRIN

LIMIT ONE
PER CUSTOMER
WITH COUPON

Coupon Expires
February 24, 1965

15c

PENNY WISE COUPON

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Retail 65c
D.O.C.
Powder

43c

Retail 65c
Milk
of
Magnesia

49c

Retail 1.39
Excedrin
Tablets
100's

99c

Retail 69c
CURITY
COSMETIC
BALLS
275 Count

55c

Retail 1.75
BRECK
Shampoo
16 Oz.

99c

Retail 49c
JOHNSON'S
SHOE
POLISH

36c

Retail 99c
Fruit of the
Loom
No. 1
SEAMLESS
NYLONS

79c
PR.

Retail 1.50
CONTAC
COLD
CAPSULES

85c

PENNY WISE DISCOUNT STORE

ALL ITEMS PLUS TAX WHERE APPLICABLE

33306 GRAND RIVER

1/2 Block East of Farmington Road
Near Old City Hall