

SANTA CLUES

ON CHRISTMAS DISCOUNTS



BE WISE - SHOP
PENNY WISE
DISCOUNT STORE
33314 GRAND RIVER
Near Farmington Road

OPEN
TIL 9 p.m.
Every Nite
TIL CHRISTMAS

DISCOUNTS
On Nationally Advertised Brands

PENNY WISE COUPON

JOHNSON'S
Air Freshener
GLADE
Aerosol Can
WITH COUPON
LIMIT ONE **49c**

Coupon Expires December 15, 1962

PENNY WISE COUPON

RETAIL 2 FOR 69c

IODENT No. 2
TOOTH PASTE
2 Tubes For 39c

Limit 2 with Coupon

Coupon Expires December 15, 1962

PENNY WISE COUPON

We Have AR-EX Brand
Hypo Allergenic COSMETICS



REGISTER HERE!
FOR THE
\$1,000⁰⁰ BILL
TO BE GIVEN AWAY
FOR CHRISTMAS
by the
Downtown Farmington
Merchants

Price
Plus
Federal
Tax Where
Applicable



COMPARE TOOTH PASTE PRICES

THESE ARE NOT SALE PRICES BUT EVERYDAY DISCOUNT PRICES TO YOU

Ret. 45c	CREST Family Size	59c
Ret. 65c	CREST Economy Size	49c
Ret. 55c	COLGATE Family Size	59c
Ret. 60c	COLGATE Economy Size	49c
Ret. 55c	GLEEM Family Size	59c
Ret. 60c	GLEEM Economy Size	49c
Ret. 45c	PEPSODENT Family Size	49c
Ret. 60c	PEPSODENT Economy Size	59c
Ret. 55c	STRIPES Family Size	59c
Ret. 45c	IPANA Family Size	59c

SEE AND COMPARE OUR HAIR COLOR SECTION

EVERY ITEM AT A DISCOUNT

Ret. 1.33	CLAIROL Creme Formula	69c
Ret. 1.59	CLAIROL Foams	79c
Ret. 1.30	CLAIROL Ultra Blige	99c
Ret. 79c	CLAIROL Shampoo	59c
Ret. 2.00	TECHNIQUE	1.69
Ret. 1.50	RUBENSTEIN Tintillate	1.25

WE HAVE A COMPLETE LINE OF
HAZEL BISHOP'S
NEW CONTINENTAL SHADES IN
LIPSTICK and NAIL POLISH
ALL AT DISCOUNT PRICES



Penny Wise

STATEMENT OF POLICY

"NO EXCEPTION" Every
Item in Stock Sold at
A Discount Price . . .
SHOP WITH THE CONFIDENCE
THAT YOU ARE BUYING AT
THE BEST POSSIBLE PRICE

BE WISE!
SHOP
PENNYWISE



Retail 1.39 PLAYTEX LIVING GLOVES WITH FREE RIGHT HAND 99c	59c Value DuPont Variety Pack Cellulose Sponges 7 in Pack 35c	Retail 98c 4-WAY COLD TABS 69c	Retail 3.09 SARDOETTES \$2.16	Retail 2.35 VO-5 HAIR SPRAY Regular Hard-to-Hold Nite Blue \$1.59	Retail 98c AQUA VELVA After Shave (Lotion) 69c	Retail 98c Vick's Formula 44 COUGH SYRUP 69c	Retail 98c STRIDEX PADS 65c
Retail 1.29 BUFFERIN 100's 79c	Retail 1.75 BRECK Shampoo or Creme Rinse 99c	Retail 1.00 VO-5 HAIR DRESSING Regular Fine Blue 69c Tube	Retail 2.56 LILT Push Button PERM. \$1.39	Retail 98c PALMOLIVE RAPID SHAVE BOMB REGULAR MUSTACHE SPICE 69c	Retail 98c JOHNSON & JOHNSON BABY OIL or LOTION 69c	Retail 6.95 KAZ or HANKSCRAFT VAPORIZERS \$4.79	

PENNY WISE DISCOUNT STORE

33314 GRAND RIVER
NEAR FARMINGTON ROAD
NEXT DOOR TO CITY HALL