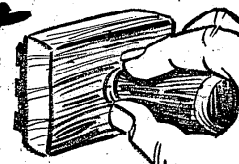


BE WISE — SHOP PENNY WISE DISCOUNT STORE

33306 GRAND RIVER AVE.
FARMINGTON

PRICE *after* PRICE *proves it*



Our "EVERDAY PRICES" ARE LOWER!!!

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

KOTEX
REGULAR
or
SUPER
60's
99c
WITH COUPON
LIMIT ONE PER CUSTOMER
ADULTS ONLY — EXPIRES 9/7/63

AQUANET
HAIR SPRAY
59c WITH COUPON
LIMIT ONE PER CUSTOMER
ADULTS ONLY — EXPIRES 9/7/63

RETAIL 6.47 - 200's
Miles ONE-A-DAY **\$4.29**

RETAIL 2.94 - 100's
Miles ONE-A-DAY **\$1.89**

RETAIL 2.00 - 100's
CHOCKS for Children **1.89**

NEW
CHOCKS 180's **\$3.19**

RETAIL 2.58
VIDAYLIN ABBOTT'S - Pint **\$2.79**

RETAIL 3.11 - 100's
UNICAPS **\$1.89**

COMPARE - 100's
SMALL FRY Children's Chewables **99c**

RETAIL 4.55 - 100's
POLYVISOL CHEWABLES **\$2.92**

RETAIL 85c - 100's
VITAMIN A 25,000 UNITS **69c**

RETAIL 1.58 - 100's - Compare Contents
Daily Vitamins APPROVED **89c**

RETAIL 85c - 100's
VITAMIN C 250 MG. **69c**

RETAIL 60c - 100's
VITAMIN B1 25 MG. **49c**

RETAIL 70c - 100's
VITAMIN B1 50 MG. **59c**

RETAIL 70c - 100's
D C P TABS **59c**

22c VALUE
BOBBY PINS
CARDED
60's **5c**
LIMIT ONE CARD PER CUSTOMER
ADULTS ONLY — EXPIRES 9/7/63

RETAIL 82c
Crest - Colgate - Gleem
TOOTH PASTE
Family
Size
WITH
COUPON
45c
LIMIT ONE CARD PER CUSTOMER
ADULTS ONLY — EXPIRES 9/7/63

STOP OVER-PAYING COMPARE OUR EVERYDAY PRICES!

FOR MOTHERS AFTER
BIRTH OF CHILD
RETAIL 1.23
BUFFERIN
100's
79c

FOR MOTHERS AFTER
BIRTH OF CHILD
RETAIL 1.23
EXCERBIN
100's
99c

SAVE
Discount Prices
SEE OUR SELECTION

300 COUNT
LOOSE LEAF
FILLER
PAPER
24 Cigarettes
39c
NO LIMIT
STOCK UP FOR YEAR

FREE!!
300 COUNT PACKAGE
LOOSE LEAF
FILLER PAPER
with 5.00 Purchase
Excluding Cigarettes, State & Fed. Tax

RETAIL 1.00
HAIR
ROLLERS
BROWN
Pkg.
of 20
39c

RETAIL 85c
BAN
Deodorant
69c

RETAIL 3.00
SARDO
BATH OIL
\$1.99

RETAIL 1.00
SECRET
ROLL-ON
DEODORANT
69c

RETAIL 2.00
BRECK
HAIR SPRAY
Reg. Gentle - Super Hold
\$1.19

RETAIL 1.00
BRECK
SHampoo
Dry - Only
79c

PENNY WISE EVERYDAY PRICES ARE OTHERS' SALE PRICES

RETAIL 27c
SIMILAC
18c

RETAIL 69c
BALNEOL
or LOTION
69c

RETAIL 59c
Baby Powder
59c

Retail 59c
ALKA-SELTZER
37c

RETAIL 2.24
SUCARYL
SODIUM or CALCIUM
Full Pint **\$1.89**

RETAIL 3.50
Metamucil
1 LB.
\$2.64

RETAIL 85c
BROMO
SELTZER
69c

EVERY ITEM IN THE STORE IS SOLD AT A DISCOUNT

A NATION'S ONLY
ADVERTISED DISCOUNT
STORE
SEAMLESS
HOSE
69c

RETAIL 1.00
CLAIROL
69c

RETAIL 2.25
ROUX
FANCIFUL KINKS
\$1.69

RETAIL 1.50
CLAIROL
TONER
79c

RETAIL 1.50
Loving Care
Washes Grey Away
99c

RETAIL 1.50
ULTRA-BLUE
99c

RETAIL 1.50
QUENSTEIN'S
ANTILATE
\$1.69

RETAIL 1.50
Super Girl
MAKE-UP
\$1.19

RETAIL 1.00
VO-5 Tube
HAIR CONDITIONER
Reg. - Fine - Blue
69c

RETAIL 1.50
TAMPAX
40'S
REGULAR
SUPER
\$1.09

RETAIL 1.25
ALLEREST
24's
89c

RETAIL 4.55
LADIES'
SUPP-HOSE
\$3.48

OUR EVERYDAY PRICES
YOUR EVERYDAY NEEDS
TOOTH PASTE
Reg. 83c **59c**
Reg. 83c **49c**

OUR STORE IS ONE BIG BARGAIN COUNTER!

Retail 70c
SCHICK or
PERSONNA
STAINLESS STEEL
Razor Blades
Double
Edge **59c**

RETAIL 99c
Brylcreem
KING SIZE
69c

RETAIL 1.00
PHISOHEX
\$1.19

RETAIL 99c
Rapid Shave
Bomb
REGULAR
MENTHOL
SPICE **69c**

RETAIL 1.10
CLEARASIL
89c

RETAIL 70c
GILLETTE
SUN-UP
AFTER SHAVE
59c

RETAIL 99c
TACKLE
FOR YOUNG MEN
69c

PENNY WISE DISCOUNT STORE

33306 GRAND RIVER
Near Farmington Road

FARMINGTON'S ONLY STORE WITH PRICES COMPARABLE TO WHOLESALE!

FEDERAL EXCISE TAX CHARGED WHEN APPLICABLE ON ADVERTISED PRICE — 20% ON SUGGESTED RETAIL PRICE