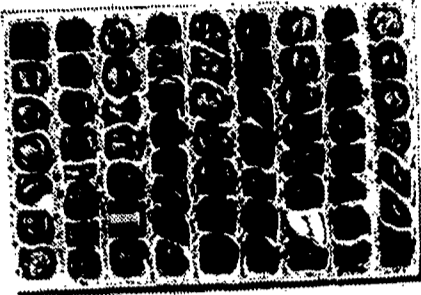




For Mother on her day
CHOCOLATES

MOTHER'S DAY IS SUNDAY, MAY 10th.
Remember her with the finest CANDY.
Choose her favorite from KEY'S fresh assortment.



Milk White Planters & Vases in 3 Styles for MOTHER



Choose from:
• Tall Vase 9 1/2" high
• Footed Planter
• Oblong Planter
79¢ VALUES
YOUR CHOICE **49¢** EA.



Convenient "Party Helper" for MOM
9" x 19 1/2"
SLIM LINE WARMING TRAY
Keeps food HOT WHILE YOU DINE
Walnut Finish **\$3.99** \$4.95 VALUE

Big Savings on **INSULIN** *SPECIAL!*
Made by LILLY or SQUIBB

REG. \$2.83	N.P.H. U-80 Insulin	\$1.89
REG. \$1.48	N.P.H. U-40 Insulin	99¢
REG. \$2.83	P.Z. U-80 Insulin	\$1.89
REG. \$1.48	P.Z. U-40 Insulin	99¢

YOU SAVE EVERYDAY at KEY'S on LILLY or SQUIBB INSULIN

CALM SUPER DRY Spray Powder Anti-Perspirant with 2 FREE Ounces **97¢** \$1.59 SZ.

Softique BATH BEADS
• Water softening
• Skin relaxing
• Body relaxing
17 oz. Canister **98¢** SIZE **69¢**

PLAYTEX *Cross Your Heart*
Get the Famous PLAYTEX \$3.00 "CROSS-YOUR-HEART" BRA for Only \$1.00 with coupon and proof of purchase of
playtex ...the first day tampon
• Regular • Super BOX 30 **99¢** \$1.69 SIZE

KEY'S SALE-TODAY THRU SAT. Quantity Night Reserved

GIFTS FOR MOTHER

OPEN DAILY 9 A.M.-10 P.M. SUNDAYS 9 A.M.-8 P.M.

Westinghouse PERM-PRESS Steam/Dry Iron

Westinghouse Pedestal Style AUTOMATIC KITCHEN PERK Model HM06
• Stores own cord
• Makes 3-8 cups
• Keeps coffee HOT!

The Galloping Gourmet features WESTINGHOUSE APPLIANCES & teaches you how to Cook—Watch him on T-V!

\$8.87 YOUR CHOICE

Sheer Stretch 100% Nylon. as seen on T.V.
Lovely PRECUT CRYSTAL VASE Buy Several
Perfect FIT PANTY HOSE Guaranteed in Writing NOT to RUN. CAN'T SAG!
\$3.98 Available in 4 Lovely Shades PAIR
For Those Cut Flowers This Spring

NOW Mom Can Freeze, Cook, & Serve all in the same dish.

READY TO SERVE YOU & YOUR DOCTOR
KEY'S DRUG STORES
Meeting THOUSANDS of Rochester's Prescription Needs DAILY!

CORNING WARE BAKE 'N FRY SET \$14.90 VALUE **\$8.88**

"CLOTH OF STEEL" Ironing Board Cover & Pad Set 3-Yr. Guarantee \$5.98 Value **\$2.98**

As seen on T.V. SLICES and DICES Greatest time saving kitchen appliance of the century! So FAST, so EASY to use!
\$7.77 A MUST for every kitchen Now at KEY'S!

Give MOM Soft TERRY CLOTH HAND TOWELS
Wide Assortment of BEAUTIFUL DECORATOR Colors (irregular)
3 for **\$1.00**
A fine gift for Mother's Day!!
Values to \$1.00 each

PAPER MATE Has Your Sign!
Choose from all 12 new pens... each in its own ZODIAC color.
PAPER MATE Zodiac **\$1.59** At KEY'S

Johnson WEATHER WAX A NEW KIND OF LIQUID CLEANER-WAX
• Rich, thick formula — puts more wax on the car
• Resists detergent washings
• Gives all-weather protection — cleans and deep shines in one step
\$1.69 18 oz. Sz. **99¢**

Save NOW at Key's Suave Hair Spray by Helene Curtis CHOOSE FROM
• Normal Hold
• Hard to Hold
• For Color Treated Hair
99¢ Value **53¢** EA.

Handi-Bin Neat trick for good car keeping
Fits over car hump—ALWAYS HANDY
REG. \$1.79 **99¢**
Ass't. Colors

Alka-Seltzer Pkg. 25 ALKA SELTZER Tablets with FREE COLOR FILM OFFER **44¢** 69¢ SIZE

FOR ATHLETE'S FOOT RINGWORM (Relieves Itch fast!) **66¢** REG. 98¢

Nair FOAM ON HAIR REMOVER **83¢** \$1.49 SIZE

Money Orders You can buy American Express MONEY ORDERS during ALL KEY'S Store Hours.

Palmolive RAPID SHAVE
• Regular
• Lime
69¢ \$1.49 Super Sz.

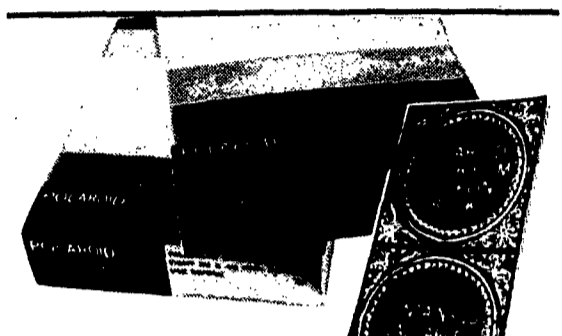
ON MOTHER'S DAY

Send best wishes with a card by *American Greetings*

Your thoughtfulness will be appreciated. Unique in design... cleverly versed, created with elegance and quality in mind.



Come to KEY'S Now & Make your selection from our fine Assortment of MOTHER'S DAY CARDS.



SAVE ON YOUR NEXT 10 PURCHASES OF POLAROID COLOR FILM

Buy two packs of Polaroid Land color film Type 108 at our special price of **\$3.99** Today thru SAT. and we'll give you FREE this book of coupons worth \$6.00 toward the purchase of your next ten packs at our everyday price. OFFER LIMITED

Colorful 19" Round SERVING TRAY or WALL ACCESSORY
Sturdy—Attractive **99¢** \$1.29 Val.

ultra brite® extra-strength toothpaste
8 ultra brite TOOTH PASTE Family Size **69¢** Net \$1.09

Bottle 1000 ASP 5 Grain ASPIRIN Tablets
REG. \$1.69 ON SALE **\$1.19**

DIAL DRY Anti-perspirant DEODORANT SPRAY 5-oz. Size **57¢** \$1.19

Johnson & Johnson Double-Tipped COTTON SWABS **59¢** 98¢ Box 175 SIZE

SEGO INSTANT
• Vanilla • Chocolate Malt
• Chocolate • Variety Pack
REG. 59¢ Pkg. 69¢ **59¢** Pkg. 4

Pkg. 25 ALKA SELTZER Tablets with FREE COLOR FILM OFFER **44¢** 69¢ SIZE

NEW! Gillette PLATINUM-PLUS INJECTOR BLADES Pkg. 7 \$1.15 SIZE **73¢**

Gillette PLATINUM-PLUS INJECTOR BLADES \$1.15