

# KEY'S

# 4<sup>th</sup> of JULY SALE

KEY'S SALE  
TODAY thru SAT.  
AT ALL 16 KEY'S  
DRUG STORES

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



CHARGE IT at KEY'S

Quantity Rights Reserved

BUY TODAY... FAMILY SIZE 6.75 oz.

**Colgate** MFP  
Colgate Toothbrush Mail-in Offer  
SEND FOR... TWO 69¢ COLGATE TOOTHBRUSHES only 25¢  
\$1.05 SZ.  
**68¢**

ORDER FORM ON CARTON

**Colgate 100**  
For Breath Control  
12 oz. Sz.  
\$1.19  
**73¢** Net

**RIGHT GUARD**  
Anti-Perspirant  
3.2 oz. 10¢ off pkg.  
ON SALE  
**49¢** Net

STOP WASHING DIAPERS!  
USE **Pampers**  
DIAPER & PANTS IN ONE soft, comfortable & absorbent  
Box 30 DAYTIME  
REG. \$1.79  
**\$1.39** SAVE at KEY'S

**playtex Designer SWIM CAPS**  
Beautiful Fashion designs for Every Taste  
ADULT SIZES **\$1.19** And Up  
Children's Caps All Ages **\$1.19** to **\$5.00**

There's Fun in the **OUTDOORS**  
59¢ Pkg. 100 6" WHITE PAPER PLATES **43¢**  
89¢ Pkg. 100 9" WHITE PAPER PLATES **59¢**

**Holland CHAR/FRY**  
Fold-Away PICNIC GRILL  
Folds for easy, compact storage.  
Has Built-in Fry Pan  
Adjustable Fire Pan  
\$5.00 Value  
**\$3.98** Perfect for Hunting & Fishing, Camping or the Beach!

**brix JUMBO PAK**  
Self-Starting CHARCOAL  
• Safe • Clean • Instant Lighting  
**49¢**

Gulf CHARCOAL LIGHTER FLUID  
Reg. 49¢ Quart **39¢** Reg. 79¢ 1/2 Gallon **59¢**

Look What about the "cents-off" label... do you really save? At Key's, you do! Here are some examples:

Item	Suggested Retail	Key's Everyday Low Price	Cents Off Label	YOUR PRICE
Ban Roll-On 2.5 oz.	\$1.59	\$1.27	12¢ Off	\$1.15
Gleem T'Paste	1.05	87¢	12¢ Off	75¢
5-Day Pads, 75s	1.19	96¢	12¢ Off	84¢
Colgate T'Paste	83¢	69¢	5¢ Off	64¢
Right Guard 7 oz.	1.59	1.19	10¢ Off	1.09
Arriid X-Dry 9 oz.	1.79	1.34	15¢ Off	1.19
Soft & Dri Deod. 5 oz.	1.35	1.07	15¢ Off	92¢
Halo Shampoo 11.5 oz.	1.65	1.25	30¢ Off	95¢

AND YOU SAVE EVEN MORE WHEN "CENTS-OFF" ITEMS APPEAR ON SALE IN THESE ADS!  
We pass the savings of "price-off" labels on to YOU... on these & dozens more EVERY DAY!

**ban** Roll-On 2.5 oz. **\$2.29**

**Colgate MFP** with 5-Edge Band **RAZOR** **\$1.39**

FREE with each Purchase—"MY TURN at BAT" BOOK by TED WILLIAMS  
Get Yours today!

READY TO SERVE YOU & YOUR DOCTOR  
**KEY'S DRUG STORES**  
With the Emphasis on Expert Prescription SERVICE!

**STYROFOAM 30 Qt. COOLER CHEST**  
\$1.29 VALUE **99¢**  
• Light Weight • Self-Insulating  
For Picnics, Traveling, & Camping

**LAWN DARTS**  
FUN!  
For the WHOLE FAMILY  
\$5.00 VALUE **\$2.99** TOSS LIKE HORSESHOES—THEY STAND UP IN THE GROUND

**LAWN SHUFFLEBOARD**  
An exciting new twist to an old favorite  
Fast-Moving, Challenging GAME for ALL Ages.  
\$29.95 Value **\$16.88**

**NEW PARTY-PENNY-PITCH Game**  
**\$4.99** \$7.00 For Group Fun VALUE Indoors or Out

**NEW! BERNZOMATIC**  
SOLID FUEL FIRE STARTER Lights Instantly No Flashbacks or Flare-ups  
Pkg. 12 CUBES **43¢** Reg. 59¢

**PATIO TABLE**  
\$1.50 Value All-Weather  
ALL ASSEMBLED NO BOLTS OR NUTS  
Sturdy 3/4" Brass Folding Legs • Large Enough to Hold a Full Meal. • 19" Round 19" High  
Design - Stain & Mar Resistant.

**DERMAMASSAGE**  
MEDICATED SKIN LOTION  
for Dry Skin  
12 oz. Size (25¢ Off Pkg.) **97¢** Net

**vespre**  
feminine hygiene deodorant spray  
3 1/2 oz. Size **\$1.89**

**vespre**  
Feminine Hygiene Deodorant Spray POWDER  
3 1/2 oz. Sz. **\$1.89** **\$1.15**

**5 DAY DEODORANT PADS**  
with PERSPIREX™  
JAR 75 **69¢** Net (12¢ Off Pkg.)

**5-DAY STAY DRY**  
Anti-Perspirant  
**99¢** \$1.79 SZ.

**playtex TOOTHBRUSHES**  
Travel-Vacation SPECIAL  
Choose Between Medium or Firm  
REG. 89¢ **39¢** EA. Stock up Now!

**HANDS & FACE Moist Towelettes**  
Always Convenient and Ready to Use  
• IN THE CAR • AT MEALTIME • FOR COOKOUTS & PICNICS • TRAVELING OR TOURING • ALL SPORTS & AFTER PLAY CONTAINS SPECIAL BLAND SKIN LOTION  
Pkg. 50 **89¢**

**shy FEMININE SYRINGE**  
The easier, modern way. No hose or hang-up. Petite, compact... Yet holds two quarts of water. Simple to use and tuck away. Choose Pink, Blue, Mint, Lilac or Gold.  
SHY SYRINGE **\$3.45** Net  
\$4.95 VALUE (50¢ Off Pkg.)

**\$1.98 DEMURE LIQUID**  
Feminine Hygiene Preparation **\$1.39** 8 ounce Size

**BBQ GRILL**  
Portable 3 POSITION CHROME GRILL  
NO BOLTS! TO ASSEMBLE, SIMPLY INSERT LEGS INTO BRACKETS  
**\$2.99**  
BRASS FOLDING LEGS \$3.50 VALUE  
18" DIAMETER—22" TALL

**FOR YOUR POOL**  
Olin hth NOW AT KEY'S  
**DRY CHLORINE**  
(70% Available Chlorine)  
\$5.29 Val. TABLETS 5 1/2 lbs. **\$3.59**  
\$4.59 Val. GRANULAR 5 lbs. **\$3.09**  
98¢ Value PATCH KIT No Need to drain pool **49¢**

**NEW! KOTEX PLUS**  
The Napkin with its own DEODORANT  
BOX 40 **\$1.35** \$2.04 SZ.  
KOTEX PLUS **85¢** BOX 24 \$1.14 SZ.

**SAVE on Famous-Name COLUMBIA 8-TRACK STEREO-TAPE CARTRIDGES**  
Choose from our Wide Selection of Today's Hit Artists & Hit Tunes to Please Almost Every Taste.  
**\$4.49** \$6.95 VALUE

**BOWLING GAME**  
• 8 Bowling Balls  
• Target Ball  
• Storage & Carry Bags  
• Instructions  
At KEY'S **\$7.88**  
GREAT FUN for the Entire Family

**NEW PARTY-PENNY-PITCH Game**  
**\$4.99** \$7.00 For Group Fun VALUE Indoors or Out

**NEW! BERNZOMATIC**  
SOLID FUEL FIRE STARTER Lights Instantly No Flashbacks or Flare-ups  
Pkg. 12 CUBES **43¢** Reg. 59¢