KEY'S FALL SAVINGS

SALE TODAY thru SAT.

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OPEN SUNDAY 9 A.M.-6 P.M. WEEKDAYS 9 A.M.-10 P.M.

master charge · BANKAMERICARD · KEY'S

Guess the WINNER of the WORLD SERIES

Grand Prize Excalibur Car

OVER 10,000 PRIZES

Entry Blanks Available at ALL KEY'S Stores—See Our Display for Details.

Gillette PLATINUM-PLUS INJECTOR BLADES

$1.15 Pkg. 7 — 66¢ Net

$1.79 Gillette 10-EDGE Adjustable RAZOR BAND $1.22

Care Do!

4½ oz. Btl.

Set your hair. Forget your hair. New Care Do makes it remember the set. Texturizes, adds body, makes it shine. Get Care Do, by Wella.

Reg. $2.00 — 99¢

Wella means fine hair products. Ask your hairdresser.

SAVE on KOTEX

Box 24 $1.21 SIZE

• Regular • Super — 79¢

Box 40 KOTEX TAMPONS

• Regular • Super — $1.35

$1.89 VALUE

Love your hair

Take a tip from your hairdresser. Beautify your hair with Wella Balsam. Known everywhere as the fastest way to lovelier hair.

BALSAM INSTANT HAIR CONDITIONER

Reg. $1.98 — 99¢

BACK-EASER® Pi Plus $6.95

Instant Backache Relief for Sacroiliac Strains

For men and women. Makes you appear inches slimmer, improves posture, helps relieve tensed sacroiliac nerves. Strong, form-fitting, washable. Encircling pull strap for easy adjustment and instant relief. Large foam rubber pad. Prescribed by doctors. No fitting. Give hip measurement.

The Great Ones from McKesson

Save 1/2 on the most needed Vitamins for your family

Bexel Vitamin Sale

BEXEL VHP (VERY HIGH POTENCY) VITAMINS & MINERALS

Recommended for active adults and senior citizens.

180 Capsules Reg. $12.98 Now ½ price $6.49

NEW! BEXEL CHILDREN'S MULTIVITAMINS with IRON

Chewable...Deliciously Cherry Flavored

225 TABLETS • REG. $8.49 • NOW ½ PRICE $4.25

See our special Bexel display for tremendous VALUES on Vitamins for the entire family. (Prices good thru Oct. 31, 1970)

WIN! 1200 POWER 3-TURRET MICROSCOPE SET $50 VALUE

No purchase required. Enter your name. You may win this quality 1200 power microscope set. Including illuminating lamp, slides, covers, and dissecting kit. Perfect for that young scientist-to-be.

FREE! DURABLE SCHOOLBOOK COVERS

Protects student's texts. Pictures great scientists of the past with their biographies.

While They Last.

Beautiful Hair BRECK® SHAMPOO

• Dry • Normal • Oily

$1.98 15 ounce Plastic Bottle

$1.09

GOT A COLD?

1 CAPSULE EVERY 12 HOURS

CONTAC

Each Capsule Gives 12-Hour Relief Power Over Head Cold Congestion

5 DAYS' and NIGHTS' CONTINUOUS RELIEF

$1.59 Pkg. 10 — 88¢

dial

$1.59 7 oz. Spray DEODORANT or $1.69 Spray Anti-Perspirant DEODORANT

YOUR CHOICE 77¢

14¾ oz. Noxzema SHAVE BOMB

• Regular • Menthol • Lime

$1.59 SIZE 88¢

READY TO SERVE YOU & YOUR DOCTOR

KEY'S DRUG STORES

Meeting THOUSANDS of Rochester's Prescription Needs DAILY!

VESPRE

$1.49 SIZE 99¢

Feminine Hygiene DEODORANT 2½ oz. Spray

ultra brite™ extra-strength toothpaste

$1.09 Family Size 67¢ Net

Super Size SCOPE MOUTHWASH & GARGLE

$1.98 24 oz. Bottle — 99¢

CURAD® bandages are "OUCHLESS"

"OUCHLESS" save 59¢ Pay 79¢ CURAD 79 PLASTIC STRIPS

won't pull off healing skin

"BONUS BOX" 79 Assorted Plastic Strips

79¢ VALUE 33¢

BAUER & BLACK ATHLETIC SUPPORTER SALE!

No. 5

• Small • Medium • Large

REG. $1.50 ON SALE 88¢

SAVE on Curity COTTON BALLS

Bag 300

89¢ SIZE 29¢

Blue Boy All Star ICE CREAM

½ GALLON—All Reg. $1.09 Flavors

NOW on SALE 89¢

STOCK UP . . treat your family to sodas, sundaes, cones, etc.!

99¢ SUAVE HAIR SPRAY

Choose from Regular Hard-to-Hold Tint-Bleach or Unscented

56¢

Handy Wooden EXPANDO RACK

Hangs Easily on Wall or Door

Reg. 98¢ 77¢

(Hanging Hooks Included)

HIBACHI LARGE TRIPLE HIBACHI on Sturdy Legs

Features: Wood Handles, Skewer Holders, & 3 Adjustable Grills

Ideal for INDOOR or OUTDOOR USE. A FINE GIFT, TOO!

$17.95 $24.95 VALUE

"The NEW MIRROR Look"

Florentine Antique Gold tone Finish Plain and Magnifying

YOUR CHOICE for only.... 77¢ EA.

Values to $1.59

MAKE-UP MIRROR — Full 5" Diameter. Regular mirror flips to magnifier for close-ups. For home and travel.

HAND MIRROR — Regular & magnifier for close-up detail. 5" in Diameter for viewing. Decorative, sculptured handle for display on dressing table.

'ROUND THE NECK MIRROR 5" DIAMETER — Fits comfortably around your neck to help achieve more consistant make-up results. Regular and magnifier. Twisted spring hinge.

MAKE-UP MIRROR — 6" in diameter for viewing. With stand. Flicks up into place for close-up detail. Regular and magnifier.

Soda Fountain FUN! Waring SHAKE MAKER

Makes Shakes, Malts, Whipped Cream & Even Beats Egg Whites

• Self-Cleaning Handy Cup • Snap-Out Agitator

$6.99 $10.95 VALUE

Ideal for Housecleaning SHETLAND RUG CLEANER & FLOOR POLISHER

Complete with All-Purpose Brushes, Rug Cleaning Unit, Felt Buffing Pads, 48 oz. Dispenser, 2-Yr. Guarantee

$17.99 $24.95 VALUE

Deluxe 14"x24" NON-SLIP BATH MAT and Toilet-Top TRAY

$1.79 $2.79 VALUE

CORNING WARE® PRODUCTS TRIO SET

Complete with Covers Freeze, Cook, & Serve—All in the Same Dish

$17.95 VALUE $9.99

SPACE SAVER SHOE CADDY

Reg. 99¢ Now Only 77¢ At KEY'S

17 Crystal Clear pockets for 18 Pairs of Shoes. Protects from dust while storing conveniently.

"TEFLON II" COOKWARE

HARD-BOND SUPER TOUGH TEFLON

No Stick No Scour

Great for the new BRIDE, too!

7-Pc. Set by Mirro

$19.95 VALUE $14.88

Pieces Not Sold Individually

1-Qt. Saucepan with Cover
2-Qt. Saucepan with Cover
4½-Qt. Dutch Oven
10" Fry Pan

"CLOTH OF STEEL" Ironing Board Cover & Pad Set

3-Yr. Guarantee

$5.98 Value $2.98

$2.98 Decorator IRONING BOARD COVER and PAD SET

At KEY'S JUST $1.98

PROTECT Your Rugs & Carpets from Water, Mud, & Dirt — Tuffite VINYL RUNNER

6 Ft. Long

Hundreds of CLEATS Keep Runner from Slipping

$3.99 Reg. $5.95