



200 Cups OPEKO TEA for Liggett's Opeko Tea **1c**
 Flavors—Orange Peco, Mixed Black and Green, Japan
 1/2 lb. Packet40c
 Two for41c

LIGGETT'S PURE Extract Vanilla

Made from the highest grade vanilla bean obtainable. Blended by special process and thoroughly aged, bringing out its full strength, delicate aroma and flavor.
 Standard Price 1 bottle30c
 This Sale, 2 bottles31c
 25c bottle Liggett's Extract Lemon, two bottles for.....26c

The Rexall Store

ONE CENT SALE!

This is simply another way of advertising. We are willing to lose money to get you acquainted with these high standard goods

Thursday, Friday and Saturday, August 16th, 17th and 18th.



One Pound Coffee
Opeko Break-fast Coffee 1c
 A surprising blend of Mild Coffee. The acme of perfection.
 ONE POUND38c
 38c Opeko Coffee 1b 38c
 2 lb Package 39c

Breakfast Cocoa

This is an absolutely pure cocoa so carefully manufactured that all the strength and delicious flavor of the cocoa beans have been brought out to the best advantage.
 1/2-lb CAN 30c
 STANDARD PRICE 31c
 SALE PRICE, 2 CANS FOR 31c

DON'T MISS THIS ONE CENT SALE

This week, Thursday, Friday and Saturday, we shall have another One Cent Sale. The One Cent Sale was introduced by ourselves in this city something over two years ago. Such sales have been held in all the principal cities of the United States during the last few months, generally in the Rexall Drug Stores, and have been the sensation of the hour.

THE PLAN OF THE ONE CENT SALE IS AS FOLLOWS:

You buy ONE article at the REGULAR price, and then another of the same kind for 1c. The One Cent Sale is an outgrowth of modern merchandising methods. By its means the manufacturer, anxious for a wider distribution of his products, makes a special

concession in price, thus encouraging the retailer to co-operate by holding these sales, whereby a large volume of merchandise is quickly distributed to the public, of course, without a cent of profit, but with the effect of quickly introducing some meritorious article, perhaps hitherto unknown, or increasing largely the distribution of well-known and standard articles.

Below we give a few samples and items to show the plan of the sale. This is a chance you cannot afford to overlook, as there will be all classes of drug store merchandise offered at these remarkable saving prices.

Remember, you BUY ONE article, whether it be 5c, 10c, 25c, 50c, or \$1.00 or \$2.00, and GET ANOTHER for ONE CENT AT THE REXALL DRUG STORE.

No C. O. D. or phone orders. No goods sold to dealers knowingly. We reserve the right to limit quantities

Tar Shampoo Soap

Absolutely High Grade

Produces a profuse lather and leaves the hair with a clean, healthy odor.

One Cake25c
 Two Cakes26c

Tangara Fancy Stationery



A white fabric-finish writing paper with a narrow tinted border on both paper and envelopes. The envelope is a new cut and the paper is regular correspondence size. Border comes in assorted colors. Standard Box—

One Box40c

This Sale, Two Boxes41c

25c Lord Baltimore Writing Paper, two boxes for 26c

Violet Dulce Complexion Powder

The name stands for the highest quality, being one of the famous Violet Dulce Complexion requisites. One of the best qualities of this complexion powder is that it does not "show" when used properly. Delightfully scented with the Violet Dulce odor. Brunette, White and Flesh tints.



Standard Price, One box50c
 This Sale, Two boxes51c

Violet Dulce Vanishing Cream

A true skin food. The well known properties of Cocoa Butter makes this a distinct improvement over any other.

One Jar50c Two Boxes51c
 Standard Price—51c This Sale—51c

Rexall Shampoo

A highly concentrated, cleansing shampoo. A few drops make a delightfully thick foam which cleans the hair and scalp thoroughly. Leaves the hair soft and glossy and free from stickiness. Daintily perfumed.



One Bottle Rexall Shampoo 50c
 Two Bottles51c

Bouquet Jeanice Talcum

Is one of extreme fineness and delicate fragrance. It brings to you the combined odors of the tube-rose, the violet, the heliotrope, the geranium, the jasmine and other choice flowers all of which are delightfully blended in Bouquet Jeanice Talcum Powder.

Standard Price, one Can50c
 This Sale, Two Cans51c

Fenway Assorted Chocolates

Contains an assortment of 44 pieces of Nougatines, Nut Pieces, Caramels, Butter Scotch and Creams. It's a high class value in every particular.

Standard Price, one pound75c
 This Sale, Two Pounds76c

Postage and Delivery Charges Extra on Sale Articles

La Marca Cigar

A blended Havana Cigar that is already a great favorite with experienced smokers. It is 5 inches long, Club shape, free burning. Packed 25 to the box.

Standard Price10c
 Second Cigar purchased at same time1c

Rexall Toilet Soap



An exceptionally good quality soap that is very healthful to the skin. Delicately fragrant with a subtle bouquet odor.

Standard Price10c

Second Cake purchased at same time1c

Harmony Toilet Water

It has a delicately and flowery fragrance that will always hold its popularity. The perfumer has skillfully caught and held the odor of the Rose, Violet or Lilac.

Standard Price, one bottle75c
 This Sale, two bottles76c

There will also be in this sale one or two other kinds of toilet waters equally fine.

Rexall Tooth Paste

A dentifrice of the highest quality, antiseptic and fragrant. It whitens the teeth, prevents decay and sweetens the breath.

Standard Price25c
 Second Tube purchased at same time26c

American Beauty Hot Water

Bottle 1c

The largest selling bottle in the world. The price everywhere is \$1.75 each. Full two quart capacity. Guaranteed for one year.

One Bottle \$1.75

Two for \$1.76



HOUSEHOLD REMEDIES

25c Blackberry Cordial2 for 26c
 25c Carbolic Salve2 for 26c
 50c Catarrh Spray, Imp. (Liquid)2 for 51c
 25c Cathartic Pills2 for 26c
 25c Charcoal Tablets2 for 26c
 50c Cherry Bark Cough Syrup2 for 51c
 25c Cleaning Fluid2 for 26c
 25c Corn Solvent2 for 26c
 25c Cream of Almonds2 for 26c
 25c Foot Powder2 for 26c
 25c Gripe Pills2 for 26c
 25c Healing Salve2 for 26c
 50c Kidney Pills2 for 51c
 \$1.00 Kidney Remedy2 for \$1.01
 25c Little Liver Pills2 for 26c
 25c Rexall Tooth Paste2 for 26c
 10c Soda Mint Tablets2 for 11c
 \$1.00 Syrup Hypophosites (Clear)2 for \$1.01
 15c Toothache Stopper2 for 16c
 25c White Liniment2 for 26c
 \$1.00 Wine of Cod Liver Extract2 for \$1.01
 25c Witch Hazel Shaving Lotion2 for 26c

Rubber Goods and Household Needs

\$1.75 American Beauty Hot Water Bottle2 for \$1.76
 \$1.39 Flo-Fast Fountain Syringe2 for \$1.40
 25c Stork Nurses2 for 26c
 5c Stork Nipples2 for 6c
 25c Ear and Ulcer Syringe2 for 16c
 35c Sunshine Rubber Gloves2 for 36c
 25c Hinkle's Cascara Tablets, 100's2 for 26c
 10c Lozenges, Sulphur and Cream of Tartar2 for 11c
 30c Symonds Inn Vanilla2 for 31c
 25c Symonds Inn Lemon2 for 26c
 75c Hair Brush, 11 rows Mixed Bristles2 for 76c
 75c Hair Brush, 11 rows White Bristles2 for 76c
 15c Hand Brush2 for 16c
 25c Rat and Roach Paste2 for 26c
 25c Red Cedar Compound2 for 26c
 10c Tooth Brush Holder2 for 11c
 25c Rexall Shaving Cream2 for 26c

Stationery

5c Pen and Pencil Clip2 for 6c
 5c Cork Grip Penholders2 for 6c
 40c Tangara Fabric Papereries2 for 41c
 35c Sorority Linen Writing Paper2 for 36c

Toilet Goods

50c Violet Dulce Complexion Powder2 for 51c
 50c Bouquet Jeanice Talcum Powder2 for 51c
 50c Violet Dulce Cold Cream2 for 51c
 50c Violet Dulce Vanishing Cream2 for 51c
 25c Violet Shampoo Crystals2 for 26c
 25c Violet Rexall Talcum Powder2 for 26c
 75c Harmony Toilet Water2 for 76c
 50c Harmony Extract Perfumes2 for 51c
 25c Cold Cream2 for 26c
 25c Violet Talcum2 for 26c
 25c Powder Puff2 for 26c
 25c Tar Shampoo Soap2 for 26c
 25c Medicated Skin Soap2 for 26c
 10c Rose Cream Toilet Soap2 for 11c
 10c Lilac Cream Toilet Soap2 for 11c
 10c Rexall Toilet Soap2 for 11c
 25c Violet Brut Toilet Soap2 for 26c
 50c Harmony Shampoo2 for 51c
 25c Trailing Arbutus Talcum Powder2 for 26c

Great Western Poultry Remedy, makes Hens lay, 25c size2 for 26c
 50c size2 for 51c
 Petroleum Jelly, 5c bottle2 for 6c
 10c bottles2 for 11c

Guest size Pure Castile Soap ..10 bars for 25c
 20 bars for26c
 Foley's Kidney Remedy 1 bottle 50c2 for 51c
 Believe-a-Cold Tablets 1 box 25c2 boxes 25c
 Balm of Almonds, a face powder and beautifier in paste form 1 jar 50c, 2 jars 51c

Trailing Arbutus Talcum

Made from the finest grade of Imported Italian Talc.

One Box25c
 Two Boxes26c



Rexall Cold Cream

Especially recommended for chapping and roughness of the skin.

One Jar25c
 Two Jars26c

North Platte Drug Co.,

THE REXALL DRUG STORE

NORTH PLATTE'S LEADING DRUG STORE.

SAVE THIS LIST, CHECK THE ITEMS YOU WANT AND BRING IT WITH YOU.