

The Rexall Store

ONE CENT SALE!

3 Days Only--Thursday, Friday, Saturday--Oct. 19-21

"What is a One Cent Sale?"

It is a sale where you buy an item at the regular price—then another item of the same kind for 1c. As an illustration: The standard price of Rexall Tooth Paste is 25c. You buy a tube at this price, and by paying 1c more, or 26c, you get two tubes. Every article in this sale is a high-class standard piece of merchandise, just the same as we sell you every day at regular prices, and have sold you for years.

A New Way of Advertising

This sale was developed by the United Drug Co. as an advertising plan. Rather than spend large sums of money in other ways to convince you of the merit of these goods, they are spending it on this sale in permitting us to sell you a full-sized package of high standard merchandise for 1c. It costs money to get new customers, and the loss taken on this sale will be well spent if the goods please you.

Save This List, Check the Items You Want and Bring it With You

Rubber Goods and Household Needs

Rexall Tooth Paste

A perfect dentrifice, antiseptic. Cleans and whitens the teeth. Comes out flat on the brush.



Standard Price This Sale
One Tube **25c** Two Tubes **26c**

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| 35c Sunshine Rubber Gloves .2 for 36c | 25c Mother Kroh's Baby Cough Syrup 2 for 26c | Cherry2 for 51c | 25c Cathartic Tablets2 for 26c |
| 25c Ear and Ulcer Syringe 2 for 26c | 25c Mother Kroh's Colic Remedy 2 for 26c | 25c White Liniment2 for 26c | 25c Earache Remedy2 for 26c |
| 25c Ko-Ko-Kas-Kets2 for 26c | 25c White Pine, Tar and Wild Cherry2 for 26c | 25c Witch Hazel Ointment2 for 26c | 50c Eczema Ointment2 for 51c |
| 25c Mentholine Balm2 for 26c | 50c White Pine, Tar and Wild | 25c Bronchial Tablets2 for 26c | 50c Catarrh Spray Liquid 2 for 51c |
| \$1.00 Tonic Solution of Hypophosphites 2 for \$1.01 | | 25c Carbolie Salve2 for 26c | 25c Liggett's Pure Extract of Lemon2 for 26c |

Cherry Bark

Cough Syrup

Contains no habit-forming drugs or dangerous ingredients. It is extremely pleasant, prompt and effective.



Standard Price This Sale
One Bottle **25c** Two Bottles **26c**
Large Size
One Bottle **50c** Two Bottles **51c**

HOUSEHOLD REMEDIES

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| 50c Kidney Remedy2 for 51c | 25c Arnica Salve 2 for 26c |
| 25c Rexall Cold Tablets2 for 26c | 25c Blackberry Cordial2 for 26c |
| \$1.00 Kidney Remedy2 for \$1.01 | 50c Blood Tablets 2 for 51c |
| 25c Lace and Silk Cleaner2 for 26c | 25c Bunion Ease 2 for 26c |
| 25c Rexall Little Liver Pills2 for 26c | 25c Carbolated Witch Hazel Ointment2 for 26c |
| 25c Rat and Roach Paste2 for 26c | 50c Cod Liver Oil Emulsion2 for 51c |
| 25c Soothing Syrup2 for 26c | \$1.00 Cod Liver Oil Emulsion2 for \$1.01 |
| | 25c Grippe Pills 2 for 26c |

Harmony Shampoo



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

Standard Price This Sale
ONE BOTTLES **50c** TWO BOTTLE **51c**

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 This Sale
One Bottle **30c** Two Bottles **31c**

Liggett's Beef Cubes
Made from the highest grade beef extract and vegetables in ideal proportions. A delicious and strengthening beverage. Especially valuable for the sick room. 1 cube to cup of hot water.
Standard Price This Sale
One Box **35c** Two Boxes **36c**

Boquet Jeanice Talcum

It brings to you the combined odor of the tuberose, the violet, the heliotrope, the geranium, the jasmine and other choice flowers, all of which are delightfully blended.



Standard Price This Sale
One Can **50c** Two Cans **51c**
25c Violet Dulce Talcum Powder 2 for 26c

Harmony Coco Butter Cold Cream



A wonderful building cream. A true skin food. The well known assimilating properties of Cocoa Butter make this a distinct improvement over any other.

Standard Price This Sale
ONE JAR **50c** TWO JARS **51c**

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 This Sale
ONE BOX **50c** TWO BOXES **51c**

Tangara Fabric 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 Price This Sale
1 BOX **40c** 2 BOXES **26c**

Miscellaneous Items

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| Opoko Coffee, a pleasant blend of delicious high grade breakfast coffee. Standard price 35c lb. Sale Price2 for 36c | 40c lb. Guth's De Luxe Carmels 2 for 41c | with screw connections. Guaranteed for one year. 5c Pencils2 for 6c |
| 60c Box Maxixe Cherries2 for 61c | 5c Liggett's Chewing Gum2 for 6c | \$1.00 Beef Iron and Wine 2 for \$1.01 |
| 60c Box Martan Chocolates 2 for 61c | Liggett's Mints2 for 6c | 10c Dry Foot2 for 11c |
| 50c Scarless Linament2 for 51c | 60c Idle Hour Sweets 2 for 61c | 35c Rocky Mountain Tea2 for 36c |
| \$1.00 Scarless Linament2 for \$1.01 | 10c Tooth Brush Holders2 for 11c | \$1.00 Red Clover Blood Purifier 2 for \$1.01 |
| 50c Wrights' Ham Pickle2 for 51c | 25c Stork Nursers2 for 26c | \$2.00 Maximum Hot-Water Bottle. The largest selling bottle in the world. The price everywhere is \$2.00 each. Full two-quart capacity. Guaranteed for two years2 for \$2.01 |
| \$1.00 Wrights' Ham Pickle2 for \$1.01 | 50c Mules' Stomach Tablets2 for 51c | |
| \$1.00 Cod Liver Emulsion2 for \$1.01 | \$1.00 Lee's Stock Dip 2 for \$1.01 | |
| | \$1.75 Red Ramble Fountain Syringe. An all-rubber moulded Fountain Syringe of full-two quart capacity, with rapid flow tubing and three hard rubber pipes | |

THIS SALE IS FOR CASH ONLY Don't Ask For Credit

REXALL TOILET SOAP

Unexcelled in quality for 10c. Lathers freely in any water. One trial will convince you there is nothing better for the price.



Standard Price This Sale
ONE CAKE **10c** TWO CAKES **11c**

TOILET ARTICLES

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| 50c Violet Dulce Liquid Comp. Powd.2 for 51c | 25c Violet Dulce Talcum Powd. 2 for 26c |
| 50c Alma Zada Comp. Powd. 2 for 51c | 25c Rexall Violet Talcum2 for 26c |
| 50c Violet Dulce Vanishing Cream2 for 51c | 25c Powder Puff 2 for 26c |
| 50c Violet Dulce Cold Cream2 for 51c | 25c Camphorated Cold Cream2 for 26c |
| | 50c Harmony Extract Perfume, 3 odors2 for 51c |

TAR SHAMPOO SOAP

You may never again obtain so much quality for your money. Absolutely high grade, produces a profuse lather and leaves the hair with a cleanly odor.



Standard Price This Sale
ONE CAKE **20c** TWO CAKES **21c**

BRUSHES AND SOAPS

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| 10c Hand Brush 2 for 11c | 25c Violet Dulce Shampoo Crystals2 for 26c |
| 15c Hand Brush 2 for 16c | 10c Rose Cream Toilet Soap2 for 11c |
| 25c Hand Brush 2 for 26c | 10c Violet Cream Toilet Soap2 for 11c |
| 35c Hair Brush 2 for 36c | 10c Lilac Cream Toilet Soap2 for 11c |
| 75c Hair Brush 2 for 76c | |
| 10c Tooth Brush Holder2 for 11c | |
| 25c Medicated Skin Soap 2 for 26c | |



Linen Letter Paper

24 sheets of paper and 24 envelopes to the Package.

Standard Price This Sale
1 Package **25c** 2 Packages **26c**

Rexall Cold Cream

An antiseptic and healing cold cream, especially recommended for chapping and roughness of the skin caused by exposure to sun and wind.



Standard Price This Sale
1 JAR **25c**; 2 JARS **26c**

GILLIGAN & STOUT

The Rexall Store

O'NEILL

NEBRASKA

Harmony Toilet Water

It has a delicate 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 This Sale
ONE BOTTLES **75** TWO BOTTLE **76**