

# Rexall 1c Tooth Paste



Antiseptic and deodorant. Cleans and whitens the teeth. Fragrant and pleasant to use. The perfect dentifrice.

Standard Price  
**ONE TUBE 25c**

This Sale  
**TWO TUBES 26c**

## The Rexall Store

# ONE CENT SALE!

# Violet Dulce 1c COMPLEXION POWDER

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



Standard Price  
**ONE BOX 50c**

This Sale  
**TWO BOXES 51c**

## Thursday—Friday—Saturday—December 2—3—4

### You Ask Us, "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 price of merchandise just the same as we sell you every day at regular prices, and have sold you for years.

### You Ask Us, "Can You Afford to Sell Merchandise at These Prices?"

Our answer is "We Cannot." This sale 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 size 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.

<b>STORK NURSER</b> The most sensible and practical wide mouthed nurser on the market. Eight-ounce graduated bottle, large breast-shaped nipple. One Bottle and Nipple, 25c    Two Bottles and Nipple, 26c	<b>REXALL CHERRY BARK COUGH SYRUP</b> Contains no habit-forming drugs or dangerous ingredients. One Bottle 25c    Two Bottles 26c	 <b>Maximum Hot-Water Bottle</b> The largest selling bottle in the world. The price everywhere is \$2.00 each. Full two-quart capacity. Guaranteed for two years. Standard Price One Bottle \$2.00    This Sale Two Bottles \$2.01	<b>MAXIXE CHERRIES —OR— MARTAN CHOCOLATES</b> One Pound 50c    Two Pounds 51c	<b>HIGH GRADE TOOTH BRUSH</b> 25c value . . . . . 2 for 26c 10c value . . . . . 2 for 11c 35c value . . . . . 2 for 36c
<b>AROMATIC CASCARA</b> A laxative that is known to and recommended by all physicians. Put up in two-ounce bottles. One Bottle 25c    Two Bottles 26c	<b>REXALL CORN SOLVENT</b> Why hobble and suffer with corns when you can get a remedy as easy and safe to use as this one? We guarantee it to be satisfactory. . . One Bottle 25c    Two Bottles 26c	 <b>HARMONY SHAMPOO</b> A highly concentrated, cleansing shampoo. A few drops makes a delightful thick foam which cleans the hair and scalp thoroughly. Leaves the hair soft and glossy and free from stickiness. Daintly perfumed. Standard Price One Bottle 50c    This Sale Two Bottles 51c	<b>REXALL SHAVING STICK</b> One Stick 25c    Two Sticks 26c	<b>STATIONERY</b> 35c writing paper . . . 2 for 36c 10c package envelopes . . 2 for 11c 50c Illuminated Crest initial . . . . . Stationery . . . . . 2 for 51c
<b>DURHAM-DUPLEX Safety Razor</b> Regular Price 35c    This Sale Two Razors 36c	<b>REXALL WHITE LINIMENT</b> We recommend for relieving rheumatic pains, sprains and all muscular pains. One Bottle 25c    Two Bottles 26c	 <b>Rexall Shaving Cream</b> In hermetically sealed, collapsible tubes. Gives a rich, creamy lather—does not smart or dry on the face. Standard Price One tube 25c    This Sale Two tubes 26c	<b>LIGGETTS CHEWING GUM</b> One Package 5c    Two Packages 6c	<b>SCHOOL SUPPLIES</b> 10c ink tablet . . . . . 2—11c 5c ink tablet . . . . . 2—6c 5c cork tip penholder . . . . . 2—6c 5c high grade lead pencils 2—6c 10c doz steel pens, 2 doz. . . 11c
<b>STEEL DIE EMBOSSED IN GOLD PLATTSMOUTH STATIONERY</b> This is a real value in writing paper One Box 50c    This Sale Two Boxes 51c	<b>REXALL KIDNEY REMEDY</b> A kidney remedy made from carefully-selected drugs and combined according to the highest medical opinion. Liquid or pill form. One Bottle 50c    Two Bottles 51c	 <b>Rexall Toilet Soap</b> This is positively the finest soap obtainable to retail at 10c. Daintily perfumed. Standard Price One Cake 10c    This Sale Two Cakes 11c	<b>VIOLET DULCE VANISHING CREAM</b> This cream is so rapidly absorbed by the pores of the skin that it makes a perfect base for powder, other words a day cream. Daintily perfumed. One Jar 50c    Two Jars 51c	<b>BRUSHES</b> 25c Hand Brush, 2 for . . . . . 26c 25c Shaving Brushes, 2 for . . . . . 26c 50c Hand Brush, 2 for . . . . . 51c
<b>REXALL SHAVING POWDER</b> One Box 25c    Two Boxes 26c	<b>REXALL COD LIVER OIL EMULSION</b> The weakest stomach will retain Cod Liver Oil in this form. This emulsion contains hypophosphites which gives it an added value in all wasting diseases. One bottle 50c    Twobottles 51c One bottle \$1.00    Two bottles \$1.01	 <b>Lord Baltimore Linen Writing Paper</b> A high-grade white, fabric-finish writing paper. 24 sheets of paper and 24 envelopes to the package. Standard Price One package 25c    This Sale Two Packages 26c	<b>BOQUET JEANICE TALCUM POWDER</b> A talcum powder of extreme fineness. Perfumed with the delicate, dainty, individual Boquet Jeanice odor. Large cans. One Can 50c    Two Cans 51c	<b>SOAPS</b> 25c Rexall Blemish soap 2—26c 35c Imported soap . . . . . 2—36c 20c Dr. Mann's Health Soap 2—21c
<b>REXALL LITTLE LIVER PILLS</b> A liver pill which wakes up the liver and relieves constipation. Sugar-coated. Put up in a convenient tin box. One Box 25c    Two Boxes 26c	<b>WILLIAMS SHAVING STICK</b> One Stick 15c    This Sale Two Sticks 16c	 <b>Rexall Cold Cream</b> An antiseptic and healing cold cream, specially recommended for chapping and roughness of the skin caused by exposure to sun and wind. Standard Price One Jar 25c    This Sale Two Jars 26c	<b>HARMONY COCOA BUTTER COLD CREAM</b> A cream that has all the merits of cold cream and cocoa butter. An excellent tissue-building cream. One Jar 50c    Two Jars 51c	<b>NEV-R-BREAK Combs</b> This is not a rubber comb, but is made of indestructible fibre composition. 35c combs . . . . . 2 for 36c 50c combs, . . . . . 2 for 51c 75c combs, . . . . . 2 for 76c
<b>MOUSE-O-CIDE</b> Requires no mixing. Kills rats and mice. Cannot be carried away. Cats and dogs will not eat it. One Package 25c    Two Packages 26c	<b>REXALL CARBOLATED WITCH HAZEL SALVE</b> You should keep a box in the home at all times for use on cuts, burns, insect bites and chilblains. One Box 25c    Two Boxes 26c		<b>VIOLET DULCE LIQUID COMPLEXION POWDER</b> Perfumed with Violet Dulce (sweet violet) odor. White with flesh tints. One Bottle 50c    Two Bottles 51c	<b>SUNDRIES</b> 10c Collapsible Aluminum drinking cups, . . . . . 2 for 11c 25c Glove Mirror Box . . . . . 2 for 26c 5c Dennison Perfumed sealing wax sticks, . . . . . 2 for 6c 25c Nail files, . . . . . 2 for 26c
<b>REXALL CHARCOAL TABLETS</b> Contains pure willow charcoal in a pleasant-tasting tablet form. If you suffer from gases in the stomach these tablets will relieve you. One Box 25c    Two Boxes 26c	<b>COUGH DROPS Menthol or Hore-hound</b> One Package 5c    Two Packages 6c		<b>RUBBER GOODS</b> 10c Stork Pacifier . . . . . 2—11c 5c Stork Nipples . . . . . 2—6c 35c Fount. syringe tubing 2—36c 5c Medicine Droppers . . . . . 2—6c	<b>BOQUET JEANICE SACHET POWDER</b> 1 Oz. 75c    2 Oz. 76c

**Flor de Murat Cigars 1c**  
 Only the highest class mild Havana tobacco is used in the manufacture of this cigar. The popular shapes.  
 Standard Price One Cigar 10c    This Sale Two Cigars 11c

**F. G. Fricke & Co.,**  
 Telephone 186  
 Plattsmouth, *The Rexall Store* Nebraska  
 Telephone 186

**Violet Dulce Talcum Powder 1c**  
 Made from the finest grade imported Italian talc. The value of a talcum is in the amount of perspiration it will absorb. Only the better grades have the Violet Dulce odor. Flesh or white.  
 Standard Price, one box 25c Sale Price, 2 boxes 26c