

**STARTS  
TOMORROW!  
AND ONLY AT YOUR  
REXALL  
DRUG STORE**

# REXALL'S BIG X MARKS THE SPOT WHERE

TWO BIG WEEKS — AUGUST 17 THROUGH AUGUST 29

How many X's on  
Jean Sullivan's  
BIG X skirt,  
AND IN THIS AD?

Just enter your  
guess in  
**REXALL'S  
BIG X  
CONTEST**

**Nothing to buy!**

Your chance to win a beautiful Motorola Portable TV is as good as anyone else's! Simply count the savings marked X in this ad, find the big Jean Sullivan cut-out at your Rexall Store and guess the number of X's on her entire skirt... then write both these figures on the official entry blank at your Rexall Store and follow the printed instructions. Contest ends August 31, 1959 and is subject to state and local laws.



*Spectacular back-to-school savings!*

## X Save \$1.00 LUNCH KIT

Quality kits at savings hard to believe! Here's one of washable vinyl that looks like a purse. Popular colors and designs. Complete with 10-oz. vacuum bottle. \$2.98 value, now... **\$1.98**



**MORE VALUES:** X "Satellite," X "Fire-house," X "Boating" or X "TV" Lunch Kits. Each with vacuum bottle, \$2.98 val., **\$2.69**

## X Save 70¢ WORLD REFERENCE SET

Find populations, other information in a jiffy on "Infographs"! With "2 in 1" U.S. & World Map, \$1.29 value, **59¢**



## X Save \$4.00 WORLD ATLAS

Every home should have this—272 pages of colorful maps, indexes and text! A real study aid at a saving of almost one-half! \$9.95 value, **\$5.95**



## X Save 40¢ VACUUM BOTTLE

Keeps milk, soup or juice hot or cold for a tempting lunch! 10-oz. lunch-box size. \$1.85 value, or pint, \$1.89 value, now ea., **\$1.49**



## X Save 56¢ PENCIL-PEN PACK

12 pencils, sharpener, 3 ball pens, eraser. \$1.44 val., **88¢**  
X PENCIL SET, 12 pencils, sharpener. 77¢ value, **49¢**



## X Save 21¢ POCKET WATCH

Chrome-plated case and non-breakable crystal! Luminous dial, reg. \$3.39, **\$3.19**. Or X plain dial, reg. \$3.19, now... **\$2.98**



## X Save 71¢ STUDENT BINDER

Now, you can save nearly a half on this classroom favorite! Made of leather-like vinyl plastic... washes off easily to look like new and lasts and lasts! Handy class schedule on inside cover and a perpetual calendar comes with each binder. Choose the 2- or 3-ring, non-zipper style in popular ginger or handsome white. \$1.50 value, **79¢**



## X Save 59¢ ZIPPER BINDER

Full-color space-map cover! Ring guard protects papers. Choose the 2- or 3-ring; 2-trigger opener. \$1.98 value, **\$1.39**



## X Save 36¢ BALL PEN PACK

Includes five smooth-writing, fine quality retractable ball point pens with assorted color barrels. Pack, regularly 95¢... **59¢**



## X FILLER PAPER 5-hole; wide, narrow or student ruled. Reg. 50¢, **2 for 79¢**

## X Medicine Chest Values!

X REXALL ANTIMISTAMINE Tablets, 50, reg. \$1.09, now **89¢**  
X LANOLIN, reg. 39¢, now **32¢**  
X REXALL CALAMINE LOTION, U.S.P. 1/2-pt., reg. 57¢, **45¢**  
X CALAMINE LOTION, U.S.P. Phenolated, Reg. 57¢... **45¢**  
X GLYCERIN, reg. 57¢, now **45¢**  
X REXALL HYGIENIC POWDER, Pound, reg. \$1.89... **\$1.59**  
X REXALL MERCUROCHROME, Save 6¢! 1-oz., reg. 35¢, **29¢**  
X REXALL IODINE, reg. 20¢, **16¢**  
X PEROXIDE, 1/2-pt., reg. 29¢, **23¢**; X 4-oz., reg. 18¢... **15¢**  
X REXALL WITCH HAZEL, Save 8¢! 1/2-pt., reg. 43¢, now **35¢**  
X NASAL SPRAY, Nasothricin. Squeeze-bottle, reg. 95¢, **69¢**  
X REXALL MINERAL OIL, Save 16¢! 1/2-pt., 53¢ value... **37¢**  
X ACHING FEET? "Tenderfoot" Aerosol spray kills pain deep inside muscles. Reg. \$1, **89¢**

## X Shopping Reminders

X CREAM DEODORANT, Cara Nome. 2-oz., reg. \$1.00, **50¢**  
X REXALL GAUZE BANDAGE, sterile. Save 6¢! 3" width, reg. 39¢, **33¢**; X Convenient 1" width, reg. 18¢, now **14¢**  
X REXALL ABSORBENT COTTON, Save 5¢! 1-oz., reg. 23¢, **18¢**  
X COTTON DISPENSER, Reel Roll. 3-oz., reg. 69¢... **57¢**  
X COTTON, pound roll, **69¢**  
X ICE CAP, Symbol. Rubberized cloth. Reg. \$2.69... **\$2.19**  
X ICE CAP, Defender. Rubber. Reg. \$2.75, now... **\$2.19**  
X REX ALLARM CLOCK, Metal case, colors. With luminous dial, reg. \$3.98, now **\$3.49**  
X REX ALLARM CLOCK, Same model and colors, with plain dial, reg. \$2.98, now **\$2.49**  
X STAG AFTER SHAVE LOTION, Clean, cool, bracing. Famous Stag tang—fresh as all outdoors! 10-oz., reg. \$2, **\$1.59**

## X Save 26¢ SACCHARIN

If you use a sugar substitute, here's a value you can't miss! It's a saving of almost one-half... on fine quality Dane's Saccharin! Stock up now for months ahead. 1000 1/4-grain tablets, reg. 55¢... **29¢**



## X Save \$1.10 SNUGFOLD SYRINGE

For travel, for home. 2-qt. size with smart case, reg. \$3.69... **\$2.59**  
X DEFENDER FOUNTAIN SYRINGE, reg. \$2.98, **\$2.39**; X COMB. Syringe, reg. \$3.59, **\$2.89**; X New HY-DA-WAY BULB Syringe, reg. \$3.75... **\$2.79**



## X Save 36¢ Cleans Breath, Kills Germs on Contact Mi-31 ANTISEPTIC MOUTHWASH

Giant 24-oz., reg. \$1.25... **89¢**



## X Save \$1.00 PANOVITE MULTI-VITAMINS

9 vitamins with B12! 100, reg. \$2.98... **\$1.98**  
X SAME MULTI-VITAMIN FORMULA plus 11 minerals. 100, reg. \$4.95, **\$3.49**



X REXALL ASPIRIN 200 5-grain tablets, reg. 95¢, now **67¢**; X 50 tabs., reg. 37¢, **29¢**  
X MILK OF MAGNESIA Tablets, Rexall. Save 20¢ on 250. Reg. \$1.09, now **89¢**  
X KLENZO MOUTHWASH Antiseptic gargle. Big 24-oz. size, reg. \$1.09, **89¢**  
X REXALL RUBBING ALCOHOL Half-pint, reg. 45¢, **37¢**  
X REXALL SLEEP TABLETS Non-narcotic! Save 39¢! 60, reg. \$1.98, **\$1.59**  
X HOUSEHOLD GLOVES Sturdy—resist oil and acid. Save 16¢! 85¢ value, **69¢**

**REXALL DRUG PRODUCTS ARE GUARANTEED TO GIVE**