

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

REXALL'S BIG X

TWO BIG WEEKS — AUGUST 17 THROUGH AUGUST 29

X MARKS THE SPOT WHERE

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 any one 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.



X Medicine Chest Values!

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

X Shopping Reminders

X **CREAM DEODORANT**, Cara Nome, 2-oz., reg. \$1.00, now **50¢**
X **REXALL GAUZE BANDAGE**, sterile, Save 6¢! 3" width, reg. 39¢, now **33¢**; X Convenient 1" width, reg. 18¢, now **14¢**
X **REXALL ABSORBENT COTTON**, Save 5¢! 1-oz., reg. 23¢, now **18¢**
X **COTTON DISPENSER**, Reel Roll, 3-oz., reg. 69¢, now **57¢**
X **COTTON**, pound roll, **69¢**
X **ICE CAP**, Symbol, Rubberized cloth, reg. \$2.69, now **\$2.19**
X **ICE CAP**, Defender, Rubber, Reg. \$2.75, now **\$2.19**
X **REXALL ALARM CLOCK**, Metal case, colors. With luminous dial, reg. \$3.98, now **\$3.49**
X **REXALL ALARM 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, now **\$1.59**



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 "Firehouse," X "Boating" or X "TV" Lunch Kits. Each with vacuum bottle, \$2.98 val., **\$2.49**

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 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¢, now **29¢**

X Save \$1.10

SNUGFOLD SYRINGE

For travel, for home. 2-qt. size with smart case, reg. \$3.69, now **\$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, now **\$2.79**

Spectacular back-to-school savings!

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 **FILLER PAPER**

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

X Save 36¢

Cleans Breath, Kills
Germs on Contact

Mi-31 ANTISEPTIC MOUTHWASH

Giant 24-oz., reg. \$1.25, now **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¢, now **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, now **89¢**

X **REXALL RUBBING ALCOHOL** Half-pint, reg. 45¢, now **37¢**

X **REXALL SLEEP TABLETS** Non-narcotic! Save 39¢! 60, reg. \$1.98, now **\$1.59**

X **HOUSEHOLD GLOVES** Sturdy—resist oil and acid. Save 16¢! 85¢ value, now **69¢**

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! 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¢, now **59¢**

X VALUES! SAVINGS ARE FOUND!

New REXALL FAST HOME PERMANENT with Built-in Shampoo

THE AMAZING NEW IDEA THAT MAKES
ALL OTHER HOME PERMANENTS
OLD-FASHIONED

Cuts total time up to half!

NEUTRALIZES... SHAMPOOS... CONDITIONS
—ALL IN ONE EASY STEP



Gentle... Regular... Super... Little Girls'... **\$2.00** Each Plus Tax

- **DOES AWAY WITH PRE-SHAMPOO.** New Protein Lotion prepares hair with miracle cleansing agent... utilizes your natural hair oils to give more natural-looking curls.
- **LEAVES HAIR SWEET-SMELLING CLEAN.** No unpleasant odor during or after! Lotion actually smells good. The shampoo built into the neutralizer thoroughly cleanses hair and scalp.
- **GIVES SOFTER, MORE NATURAL, LONGER-LASTING CURLS.** Curl as soft or tight as you like. Fast conditions against "frizz"—wave is right from the very first moment!
- **NO MIX, NO MESS, NO JARS.** Neutralizer-Shampoo-Conditioner comes in plastic squeeze-bottle, all ready to use.

REXALL GUARANTEES YOU THE FINEST HOME PERMANENT
YOU'VE EVER HAD OR YOUR MONEY BACK

X FREE! Large Size REXALL TOOTH PASTE with purchase of NEW GIANT SIZE



Together, a \$1.36 value... **83¢**

New, exclusive dispenser
for Quik-Bands

ZIP-QUIK DISPENSER

With 21 flesh-color or "True-Skin" Quik-Bands... **49¢**
POCKET PACK, Acetate. Contains 12 Rexall Quik-Bands, **25¢**

Hair care savings!

X Save 70¢

SILQUE CASTILE SHAMPOO

Treat your hair to the finest—a real soap shampoo with gentle castile! And now, save over 1/2 on popular Silque! Full pt., \$1.39 val., **69¢**

X MORE SHAMPOO VALUES!

Save 31¢! 12-oz. Brite Shampoo, reg. \$1.29, **98¢**
X Save \$1.02! 12-oz. Cara Nome Liquid or X 8 3/4 oz. Cream, Ea. reg. \$2.00, **98¢**
X **HAIR BRUSH**, 22 val., **88¢**

X Save 41¢

BRITE SET HAIR SPRAY

No dulling "film"! Hair sets right, stays bright! 11-oz., reg. \$1.39, now **98¢**

X Save 1/2

CARA NOME COLOR SHAMPOO

14 shades, each reg. \$1.25, now... **2 for \$1.25**
X **PEROXIDE**, 6%, reg. 25¢, **17¢**

X Save \$1.62

BRUSH AND COMB SET

Nylon brush with matching comb. \$3.50 value... **\$1.88**

X **BOB PINS** 6 clips, reg. 29¢, **19¢**; 60 pins, reg. 25¢, **19¢**; 2/35¢, **3 for 50¢**

X **HAIR NETS** Bandeau, reg. 39¢, **29¢**; 2/49¢, **5 for 29¢**

X **BARBER SHEARS** 7 1/2". Forged steel, fine quality. \$1.39 val., **99¢**

X **COMBS** Nylon. Many kinds and sizes. Reg. 49¢, now **39¢**; Reg. 39¢, now **29¢**; Reg. 29¢, **19¢**

X **HAIR DRYER** Baked enamel, chrome trim. UL-approved. Reg. \$5.95, now **\$4.99**

STAG TOILETRIES FOR MEN

Each 10-oz., reg. \$1.29, now **98¢**

X **SHAMPOO**

X **CREAM HAIR TONIC**

X **DE LUXE HAIR OIL**

X **VITA HAIR TONIC**

X Save 59¢

MULTI- VITAMIN V-10 TONIC

Includes vitamins B₁₂, B₁, B₆, B₂, iron, liver and niacin! An exclusive Rexall formula. Pint, reg. \$1.98, now **\$1.39**

REXALL
DE LUXE
TOOTH BRUSHES

Nylon or natural bristles. Youth's style, **39¢**; Child's, **29¢**; Adult's in 12 styles, each... **69¢**

X BUY TWO AND SAVE

X **GLYCERIN SUPPOSITORIES**, 2 jars, reg. \$1.78, **\$1.29**
X **FUNGUS-REX** Athlete's Foot Powder, 2 4-oz., reg. \$1.18, **87¢**
X **MISTACALMA** (Anti-histamine Calamine) Cream, 2, reg. \$1.92, **\$1.49**; X **Lotion**, 2, reg. \$1.56, **\$1.19**
X **INSECT KILLER**, 2 aerosols, reg. \$3.18, now... **\$1.99**

X Save \$1.07

REX-RAY VIBRATOR

Stimulating, revitalizing! Complete with 3 attachments: 1) for scalp and hair, 2) for skin cleansing, 3) for feet, legs, muscles. Reg. \$4.95, **\$3.88**

REXALL TV SPECIAL
Tonight!
WILLIAM BENDIX AND TEDDY ROONEY
in O'Henry's Hilarious Classic
"RANZOM of RED CHIEF"
NBC-TV
10 P.M. Eastern Time
8 P.M. Mountain Time
9 P.M. Central Time
10 P.M. Pacific Time
(Times may vary in some cities, be sure to check your TV section)

America's Largest Selling
Vitamin-Mineral Product

REXALL SUPER PLENAMINS

11 vitamins, 12 minerals with B₁₂, iron and liver! 36 tabs., **\$2.59**; 72, **\$4.79**; 144, **\$7.95**. Save \$2.00 over large size on new family size of 288, **\$13.90**
X **SUPER PLENAMINS JR.** for children, **\$1.79** to **\$5.49**. Liquid: 1/2-pt., **\$3.75**. Pt., **\$5.95**

Actually Goes Thru
the Skin—Kills Muscular
Pain at the Source

-THRU-
Kills muscular pain where it
really hurts—deep in tissues! 6-oz.,
\$2.98. 2-oz. Liquid or Jel. **\$1.49**

Allergies? Hay Fever?
Simple Sinus Congestion?

REXALL SUPER ANAPAC

Fights cold discomforts 7 ways. New nasal decongestant added to this famous formula to bring blessed relief to stuffed-up sinuses! 30, \$1.79. 12... **98¢**
X **SUPER ANAPAC JR.** for children. 24, **89¢**
X **SUPER ANAPAC COUGH SYRUP** goes direct to the cough nerve center. Bottle, **\$1.49**

REXALL BISMA-REX SELTZER

With Bismuth Aluminate
Fast, prolonged relief—headache, acid-indigestion, heartburn! 4 1/2-oz., **98¢**
X **POWDER** 1 lb., **\$1.98**; 4 1/2-oz., **89¢**. Liquid: 1/2-pt., **\$1.19**. Mates: 150 tabs., **\$1.49**; 75, **89¢**. Tablets: roll of 12, **10¢**; 3 for **25¢**
X **NASAL SPRAY**, Aero-Meter. 200 push-button doses in pocket-size aerosol... **\$2.98**

This advertisement is run on behalf of 10,000 independent druggists who recommend and feature products of the Rexall Drug Company. These suggested retail prices are effective through August 29, 1959 and are subject to Federal Excise Tax where applicable. Right reserved to limit quantities. Rexall Drug Company, Los Angeles 24, California.

ONLY AT
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DRUG STORES

REXALL DRUG PRODUCTS ARE GUARANTEED TO GIVE
SATISFACTION OR YOUR MONEY BACK