

# The Rexall Modern Method of Advertising

# ONE CENT SALE!

One Cent Equals One Dollar

## OPEKO BREAKFAST COFFEE



1 Pound of Coffee for 1c.  
A wonderful blend of Mild Coffee.  
A Good Value at 45c. per pound.  
A pound for 1c. if you buy 2 pounds.  
Two pounds 90c.  
Three Pounds 91c.

## Thursday, Friday and Saturday MARCH 20, 21, 22

**The Plan** Pay us the regular price for any item here advertised and we will sell you another of the same kind for ONE CENT.

**Purpose** This sale was developed by the United Drug Company as an advertising plan. The Company sacrifices its profits in order to get a larger distribution of its meritorious product, and you get the benefits. Take advantage of this unequalled opportunity to learn more of this splendid line of merchandise.

## SYMONDS INN COCOA.

Made from the pure cocoa beans. Unexcelled in quality without any adulterations.



Standard Price  
One Can 30c.  
This Sale  
Two Cans 31c.

## Symonds Inn Pudding Chocolate Flavor

A knockout to the High Cost of Living.

Standard Price  
One Box 15c.  
This Sale  
Two Boxes 16c.  
Potted Plants, no blooming, 1 pot 25c.....2 for 26c.

## LIGETT'S OPEKO TEA

200 Cups of Tea for 1c.



The Standard of Excellence

Standard Price  
Half-Lb. Packet 55c.

This Sale  
Two Packets 56c.

## HOUSEHOLD REMEDIES

50c. Analgesic Balm.....2 for 51c.  
40c. Baby Laxative.....2 for 41c.  
25c. Blackberry Compound..2 for 26c.  
50c. Blood Tablets.....2 for 51c.  
25c. Bunion Ease.....2 for 26c.  
25c. Carpolie Salve.....2 for 26c.  
50c. Catarrh Spray, Imp.....2 for 51c.  
25c. Cathartic Pills.....2 for 26c.  
\$1.25 Celery and Iron Tonic 2 for 1.26  
25c. Charcoal Tablets.....2 for 26c.  
65c. Cherry Brk Cough Syrup 2 for 66c  
25c. Cleaning Fluid.....2 for 26c.  
25c. Cold Tablets.....2 for 26c.  
15c. Corn Solvent.....2 for 16c.  
50c. Eczema Ointment.....2 for 51c.  
\$1.25 Cod Liver Oil Emul 2 for \$1.26  
30c. Foot Bath Tablets.....2 for 31c.  
25c. Foot Powder.....2 for 26c.  
25c. Grippe Pills.....2 for 26c.  
10c. Headache Powders.....2 for 11c.  
25c. Headache Powders.....2 for 26c.  
1 Set Plates 60c.....2 for 61c.  
1 Set Plates 75c.....2 for 76c.

## Rexall Dyspepsia Tablets

For dyspepsia, flatulence and kindred ailments. They counteract acidity and fermentation and stimulate the stomach and bowels.

Standard Price  
One Box 50c. This Sale  
Two Boxes 51c.

50c. Kidney Pills.....2 for 51c.  
25c. Ko-Ko-Kas-Kets.....2 for 26c.  
25c. Little Liver Pills.....2 for 26c.  
25c. Mentholine Balm.....2 for 26c.  
50c. Pile Treatment.....2 for 51c.  
25c. Rat and Roach Paste.....2 for 26c.  
50c. Nerve Tablets.....2 for 51c.  
15c. Soda Mint Tablets.....2 for 16c.  
30c. Soothing Syrup.....2 for 31c.  
25c. Special Ointment.....2 for 26c.  
25c. Red Cedar Compound.....2 for 26c.  
\$1.00 Syrup of Hypophosphites Compound.....2 for \$1.01.  
10c. Toothache Stopper.....2 for 11c.  
30c. White Ointment.....2 for 31c.  
30c. Worm Candy.....2 for 31c.  
25c. Pearl Tooth Powder.....2 for 26c.  
35c. Rubbing Oil.....2 for 36c.  
60c. Riker's Senafig.....2 for 61c.  
25c. Riker's Expectorant.....2 for 26c.  
25c. Zinc Oxide Ointment.....2 for 26c.  
30c. Iron, Nux Vom. and Casca Tablets.....2 for 31c.  
25c. Blaud's 5-gr. Tablets.....2 for 26c.

## RIKER'S VIOLET CERATE

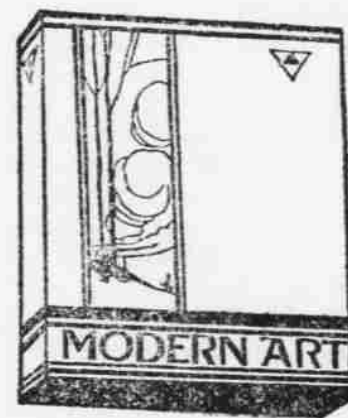


the growth of hair

An ideal Face Cream and Tissue Builder. It is a true nourishment for the skin. Contains no grease and dissolves readily in water.  
It prevents chaps, pimples and redness and does not have a tendency to promote

Standard Price One Jar  
50c.  
This Sale, Two Jars  
51c.

## MODERN ART STATIONERY



entire satisfaction

This is a wonderful value in high grade stationery. A fabric finished stock of pure white and packed in an attractive box.

For either personal use or gift purposes it will give

One Package 60c. Two Packages 61c.

## STATIONERY

60c. Modern Art Papeterie.....2 for 61c.  
40c. Scenic Linen Papeterie.....2 for 41c.  
35c. Lord Baltimore Papeterie.....2 for 36c.  
12c. Rag Envelopes.....2 for 13c.  
15c. Envelopes.....2 for 16c.  
10c. Visiting Cards.....2 for 11c.

5c. Pencil Eraser.....2 for 6c.  
5c. Pencil and Pen Clips.....2 for 6c.  
10c. Paper Drinking Cups.....2 for 11c.  
10c. Auction Bridge Score Pads.....2 for 11c.  
10c. "Five Hundred" Score Pads.....2 for 11c.

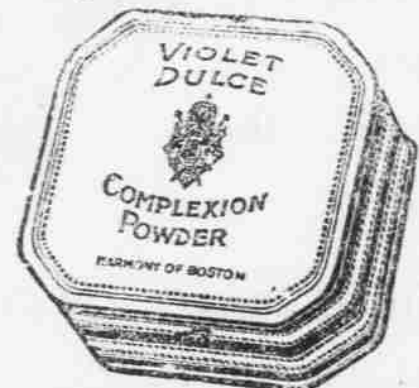
## RUBBER GOODS AND HOUSEHOLD NEEDS

30c. Stork Nursers.....2 for 31c.  
\$2 Real Rubber Fountain Syringe 2 for \$2.01  
\$2.50 Monogram Spray Syringe 2 for \$2.51  
25c. Rubber Toys.....2 for 26c.  
50c. Rubber Toys.....2 for 51c.  
25c. Rubber Rattles.....2 for 26c.  
10c. Corn Plasters.....2 for 11c.  
5c. Rubber Nipples.....2 for 6c.  
5c. Liggett's Chewing Gum.....2 for 6c.  
75c. Auto Goggles.....2 for 76c.  
\$1.00 Auto Goggles.....2 for \$1.01  
\$1.00 Croscut Safety Razor.....2 for \$1.01  
25c. Croscut Corn Razor.....2 for 26c.

35c. Symonds Inn Vanilla.....2 for 36c.  
40c. Symonds Inn Lemon.....2 for 41c.  
30c. Symonds Inn Beef Cubes.....2 for 31c.  
30c. Symonds Inn Chocolate Bar.....2 for 31c.  
30c. Symonds Inn Cocoa.....2 for 31c.  
30c. Hinkle Tablets.....2 for 31c.  
20c. Aspirin U. D. Co. Tablets  
5-gr.....2 for 21c.  
\$1.00 Aspirin U. D. Co. Tablets,  
5-gr.....2 for \$1.01  
50c. Milk of Magnesia.....2 for 51c.  
25c. Sulphur and Cream Tartar  
Tablets.....2 for 26c.  
30c. Phenolphthalein Tablets.....2 for 31c.

## 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 Box 50c. This Sale  
Two Boxes 51c.

## 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  
One Jar 25c. This Sale  
Two Jars 26c.

## ONEIDA COMMUNITY PAR PLATE SILVERWARE

25c. Teaspoon.....2 for 26c.  
50c. Teaspoon.....2 for 51c.  
50c. Fork.....2 for 51c.  
70c. Knife.....2 for 71c.  
50c. Sugar Shell.....2 for 51c.  
50c. Sugar Shell.....2 for 51c.  
60c. Salad Fork.....2 for 61c.  
"Par Plate" June Pattern is guaranteed for 10 years by the Oneida Community Company, Ltd.

## VIOLET DULCE TALCUM POWDER

The talcum for persons of refinement. Made of the highest grade Italian Talc, doubly bolted and delightfully scented with Parma Violets.



A necessity for Milady's dressing table.  
Standard Price  
One Box 25c.  
This Sale  
Two Boxes 26c.

## TOILET GOODS

50c. Bouquet Ramee Talc.....2 for 51c.  
\$1.00 Bouquet Ramee Complexion Powder.....2 for \$1.01  
\$1.50 Bouquet Ramee Toilet Water.....2 for \$1.51  
25c. Violet Dulce Shampoo Crystals.....2 for 26c.  
50c. Violet Dulce Cold Cream.....2 for 51c.  
50c. Violet Dulce Complexion Powder.....2 for 51c.  
\$1.00 Naere Extract.....2 for \$1.01  
60c. Cocoa Butter Cold Cream.....2 for 61c.  
50c. Riker's Violet Cerate.....2 for 51c.  
25c. Medicated Skin Soap.....2 for 26c.  
25c. Klenzo Tar Shampoo Soap.....2 for 26c.  
10c. Rexall Toilet Soap.....2 for 11c.  
25c. Baby Talc.....2 for 26c.  
25c. Nice.....2 for 26c.  
25c. Florentine Orris.....2 for 26c.  
25c. Riker's Deodor.....2 for 26c.  
20c. Violet Talcum Powder.....2 for 21c.  
25c. Violet Talc. Cold Cream 2 for 26c.  
50c. Alma ade Face Powder 2 for 51c.  
25c. Peroxzone Cream.....2 for 26c.

## Rexall Tooth Paste.



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

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

# Leslie's Drug Store

THE REXALL STORE

Morganton, North Carolina

NO GOODS CHARGED DURING THIS SALE. ORDERS BY MAIL MUST HAVE FULL AMOUNT OF POSTAGE ADDED TO PRICE

## MAXIMUM HOT-WATER-BOTTLE

The largest selling bottle in the world. The price everywhere is \$2.25 each. Full two-quart capacity. Guaranteed for two years.



Standard Price  
One Bottle \$2.25  
Two Bottles \$2.26