REVCO DARING DISCOUNT DEMONSTRATION

with SAVINGS up to 50%

A Saving Demonstration without equal on everything for your family’s health and well-being

DRUG NEEDS • VITAMINS • COSMETICS • GIFTS • SUNDRIES

Look inside for valuable coupons wanted!
WHAT IS REVCO?

It is an entirely new concept of drug stores — in the truest sense of the name — which provides dramatic savings on all health and beauty aids and vitamins with everyday discount prices. We call it “Total Discounting”.

You will be pleasantly surprised at the cash savings you can keep in your pocket.

HOW DOES REVCO DO IT?

It starts with lower costs to us through the buying power of our 200-plus store chain. Next, we eliminate wasteful, costly services that ordinarily hike retail prices. Then, through our unique system of warehousing, distribution and store operation, we effect many additional economies which we pass along to you.

HOW DO YOU BENEFIT?

Everything that Revco does is designed to bring you whatever you need — especially essential medication — at the lowest price, day in and day out. We do not use “loss leaders” or “limited quantity” gimmicks to lure you in and have you over-pay on your other purchases. That is why “Every day is savings day on everything at Revco”. It’s more than an advertising slogan...it’s a fact!

On the next 18 pages is a daring demonstration of what we mean by “Total Discount”.

Please look at

PAGE

3. smile pretty when you see how much Revco saves you on Dental Needs.

4. see how you can save an extra 55¢ with coupons on Revco Quality Cold Remedies...and how much you save on famous brand medications.

5. total up the savings on the page...40¢ off (with coupon) on Revco’s already discounted Thermometer plus 40% off on Vaporizers, Heating Pads, Syringes, etc. The cash savings in your pocket will surprise you.

6 & 7. compare Revco Quality Vitamins with Nationally Advertised brands. Whatever your preference—you’ll save from 20% to 50% and even more.

8. Revco shaves prices on your shaving needs...with a money saving coupon on blades...a free Double Edge Razor offer...and discounts on shaving cream.

9. Be well with Revco Brand or National Brand Mouth Wash at savings up to 50%. Smell swell with similar discounts on Revco or National Brand deodorants.

10. What Price Beauty? Check the prices on cosmetics, hair beauty combs & brushes, gift items and (not shown but in stock in every Revco store) A COMPLETE SELECTION OF WORLD-FAMOUS PERFUMES, COLOGNES, COSMETICS AND GIFT SETS FROM THE LEADING BEAUTY HOUSES—ALL AT REVCO EVERYDAY LOW PRICES. (It’s like a duty-free shop abroad).

11. You’ll light up when you see the Revco Discount Prices on Christmas needs...greeting cards, gift wrap, tree lights and dozens of other holiday essentials.

12 & 13. We don’t mind being a name-dropper when the names are Clairol, Breck, Lanolin Plus, Lustre Creme and other similar hair-care greats—all at Revco DARING Discount Prices.

14 & 15. What’s his favorite scent?...his most wanted gift? Old Spice? Hai Karate? Mennen? How about a lighter by Ronson or Scripto? Or...better take a look. And note the Revco Discount Prices.

16. Don’t make a snap decision until you see Revco’s Discount Prices on film, developing, the newest Kodak Instamatic Camera, and photo accessories.

17. Weight watchers unite—and shed pounds (and high costs) with the appetite tamers and weight reducers at Revco Discount Prices.

18. Everything about Revco Quality Products is comparable to the nationally famous brands—except the price. See how much you save.

19. As if the above wasn’t enough—Revco offers Babies (under 3) an extra 10%, discount of Baby Needs and Vitamins.

NOW HERE’S THE BEST NEWS OF ALL. The Revco Daring Discounts referred to above and in the following pages (plus everything else) are available in all Revco Centers day after day after day. EVERY DAY IS SAVINGS DAY ON EVERYTHING AT REVCO.

Comparisons are based on manufacturer’s suggested retail prices.
REVCO FLUORIDE
STANNOUS FLUORIDE TOOTHPASTE
TOTAL NET WEIGHT 6 OZS.

Giant 3-Oz. Tubes
STANNOUS FLUORIDE TOOTHPASTE
49¢

REVCO DARING DISCOUNT PRICE
Compare with Famous Brand Fluoride Toothpaste

Brightens Your Teeth! . . . Refreshes Your Breath!
And it prevents tooth decay with regular use!

CREST Stannous Fluoride Toothpaste

Compare Prices!
Compare Quality!
Save Both Ways at Revco!

5-Oz. Compare this value!

REVCO DARING DISCOUNT PRICE

63¢

6.75-Oz. Compare this value!

REVCO DARING DISCOUNT PRICE

73¢

NEW!
PLUS WHITE PLUS Toothpaste

3.25 Oz. Compare

Helps remove tobacco, food and other superficial stains. Works as a mouthwash, too! Buy it at REVCO savings!

REVC0 DARING DISCOUNT PRICE

65¢

Check REVCO'S Many Other Dental Needs Values!

REVCO DARING DISCOUNT PRICE

6.75-Oz. Colgate Dental Cream
73¢

5-Oz. Crest Mint Green Toothpaste
63¢

No. 40 Efferdent
84¢

2.5-Oz. Fixodent
93¢

6.75-Oz. Gleem Toothpaste
73¢

40's Polident Cleanser Tablets
69¢

6.75-Oz. MacLeans Toothpaste
84¢

6.75-Oz. Ultra Brite Toothpaste
84¢

Dr. West Denture Brush
43¢

Dr. West Adult Toothbrush
39¢

Adult Pro Toothbrush
39¢

Adult Pycopay Nat. Extra Hard Brush
59¢

FAMOUS IODENT ORAL SPRAY

The exclusive "Ball Tip" Spray Nozzle* Makes the Difference

Patent Pending

Compare at many dollars more!

$11.99

REVCO DARING DISCOUNT PRICE

6.75-Oz. Crest M in t Green Toothpaste
5-Mint G re en T oothpaste

No. 40 E ffe r d e n t

2.5-Oz. Fixodent

6.75-Oz. Gleem Toothpaste

40's Polident Cleanser Tablets

6.75-Oz. M acLeans Toothpaste

6.75-Oz. Ultra Brite Toothpaste

Dr. West Denture Brush

Dr. West Adult Toothbrush

Adult Pro Toothbrush

Adult Pycopay Nat. Extra Hard Brush

AND COVER THAT CONVERTS TO ONE-QUART STORAGE TANK. HANDLE ATTACHMENT AND FOUR INDIVIDUAL SPRAY TIPS. SCIENTIFIC
ORAL LAVAGE.
REVCO Quality Cold Tablets

BOTTLE OF 100. For symptomatic relief of aches and pains due to colds or fever.

Compare with Famous Brand at our price of $2.47

Revco Everyday Discount Price $2.09
With Revco Coupon You Save $0.38

YOU PAY ONLY 71¢

COMPARE WITH FAMOUS NAME BRAND
Buy either brand...Save either way

CORICIDIN Cold Tablets

BOTTLE OF 100.

Compare price!

Spec-T antibacterial troches

SQUIBB

CETRYLHYDRINUM CHLORIDE with BENZOCAINE TROCHES

Compare our price

REVCe DARING DISCOUNT PRICE

59¢

NEW Improved

REVCO Formula D-M

Cough Syrup

With cough suppressor DEXTROMETHORPHAN. Non-narcotic, decongestant, anti-histamine, non-habit forming.

Compare with Famous Name Brand

REVCO EVERYDAY DISCOUNT PRICE

79¢

COMPARE WITH

VICKS Formula 44

Cough Mixture

WITH SILENTIUM

6-FL. OZ.

REVCO EVERYDAY DISCOUNT PRICE

$1.29

REVCe QUALITY U.S.P. 5-GRAN ASPIRIN

Bottle of 300

Compare with Famous Brand 200's at our price of $1.23

Revco Everyday Discount Price $0.99
With Revco Coupon You Save 24¢

YOU PAY ONLY 75¢

Revco Quality Products Are UNCONDITIONALLY GUARANTEED

If you are not completely satisfied with your REVCO QUALITY PRODUCT, regardless of the reason, your entire purchase price will be cheerfully refunded.
WIN YOUR PRIVATE "COLD" WAR
WITH THESE DEVICES DARINGLY DISCOUNTED AT REVCO

REVCO Quality RED LINE
Oral or Rectal FEVER THERMOMETERS

With The Exclusive
LIFETIME REPLACEMENT GUARANTEE
Bring the pieces — with the written replacement guarantee — to any Revco Store, and for just 50¢ to cover handling charges, you'll get a brand new Revco Thermometer with its own written replacement guarantee!

Revco Everyday Discount Price ... $1.39
With Revco Coupon You Save ... .40
YOU PAY ONLY 99¢

SAVE UP TO 40% ON KAZ VAPORIZERS & HUMIDIFIERS

8 to 10 Hour Vaporizer
Compared: REVCO DARING DISCOUNT PRICE
$3.44


14 to 16 Hour Vaporizer
Compared: REVCO DARING DISCOUNT PRICE
$4.99


Cool Moisture Humidifier
Compared: REVCO DARING DISCOUNT PRICE
$7.44


CASCO HEATING PADS
ALL REVCO DARING DISCOUNT PRICED

Travels 5 to 10 hours. Moisture resistant washable cover.

GOODRICH SYRINGES

TRAVEL SYRINGE
Pure Latex. Folds into waterproof carry case. Complete with tubing, combination cap, marker control.

HOT WATER BOTTLE
2-in-1. Uses hot water bottle, hot water bottle stopper or as syringe with combination cap.

COMBINATION
2 boxes $3.99

They're so soft . . . when nursing a cold or allergy . . . yet surprisingly stronger, too! Perfect for cosmetics use.

Page 5
COMPARE REVCO QUALITY VITAMINS WITH NATIONALY ADVERTISED BRANDS!

COMPARE FORMULAS - COMPARE PRICES!
BUY EITHER BRAND - SAVE EITHER WAY!

LATEST U.S. DEPT. OF AGRICULTURE REPORT REVEALS 50% OF FAMILIES SUFFER FROM "DIET DEFICIENCIES"

VITAMINS CAN HELP RESTORE BALANCED DIETS

Shop Revco and get the vitamins you need to supplement your daily diet for your nutritional protection. Regardless of the circumstances which may prevent you from eating properly, Revco has the right vitamin formula for you. Check! See how you can save at Revco!

YOU CAN BUY REVCO QUALITY VITAMINS WITH CONFIDENCE

Revco Vitamins are formulated from the finest, purest ingredients - produced under highest laboratory standards of quality control. And all are guaranteed unconditional Chocks MILES if you or* not completely satisfied with any REVCO product - regardless of the reason - you will get a FULL CASH REFUND! You or* wk judge. Under any circumstance, which may prevent you from eating properly, Revco will give a FULL CASH REFUND!

COMPARE REVCO QUALITY VITAMINS WITH NATIONALY ADVERTISED BRANDS!

COMPARE FORMULAS!

COMPARE UPJOHN UNICAP M with REVCO QUALITY FORMULA 44 M

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DOUBLE THE VALUE!
REVCO TASTIVITES

Bottles of 100's
2 for $2.19

COMPARE! Regular Revco Price of $2.96.
COMPARE!

DOUBLE THE VALUE!
REVCO FORMULA 1

Bottles of 100's
2 for $1.79

COMPARE! Regular Revco Price of $3.54.
COMPARE!

DOUBLE THE VALUE!
REVCO FORMULA 66

Bottles of 100's
2 for $5.29

COMPARE! Regular Revco Price of $9.98.
COMPARE!

UNCONDITIONAL MONEY BACK GUARANTEE

You are the sole judge. If you are not completely satisfied with any REVCO product—regardless of the reason—you will get a FULL CASH REFUND quickly and courteously.

COMPARE! Formula for formula... price for price... Revco Quality Vitamins offer you more! If you feel that the first bottle of Revco Vitamins have not helped you feel better, return both bottles for a full cash refund.
SAVE! 20¢ on Blades with Revco Coupon

REVCO Super Stainless Double Edge Blades
Coated with Teflon. Extra sharp for smoothest shaves. More shaves per blade. 10 GUARANTEED BLADES
Compare with National Brands at our price of
Revo Everyday Discount Price. 10 for
With Revco Coupon You Save
YOU PAY ONLY 10 For 59¢

FREE! Razor from Schick

FREE! Razor from Schick

REVCO SWEET TABLETS
Non-Nutritive Sweetener. No Bitter After Taste.
Revco Everyday Discount Price $1.27
With Revco Coupon You Save 30¢
Bottle of 1000.
Compare with Famous Brands at our price of $2.40 YOU PAY ONLY 97¢

SHAVE! and Save at Revco
Gillette FOAMY Shave Cream
New 14½ Oz. Economy Size
Compare 79¢

REVCO Improved Shave Cream
Jumbo 15 Oz. Economy Size
Compare 58¢

SEE! Look Younger with RD
MEN! SAY GOODBYE TO GRAY HAIR!
Look younger with RD miracle hair dressing that covers gray!

RE VCO REDUCES THE COST OF REDUCING WEIGHT! Cut Out, Come In and Save!

REVCO SWEET TABLETS
Non-Nutritive Sweetener. No Bitter After Taste.
Revco Everyday Discount Price $1.27
With Revco Coupon You Save 30¢
Bottle of 1000.
Compare with Famous Brands at our price of $2.40 YOU PAY ONLY 97¢

FREE! Double Edge Razor with Purchase of KRONA-CHROME 4's
For Only 67¢ Compare Blades Alone at much higher price
Get the Schick Double Edge Razor Free . . . the razor that's specially crafted for the famous Krcona-Chrome Blades. With a Schick Shave — all you feel is good!
Revco’s Daring Discounts on Mouth Wash and Deodorants!

BE WELL...... SMELL SWELL

Revco Quality Mouth Wash

Take Your Choice And Compare With National Brands! See How You Save!

Amber Antiseptic
Red Astringent
Yellow Anti-Bacterial
Blue Germicidal

16-Fl. Oz.

Compare with Famous Brands at our price of 77c

Revco Daring Discount Price........... 49c

With Revco Coupon You Save............ 34c

YOU PAY ONLY

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

Check Revco Prices on National Brand Mouth Wash

14 Oz. Listerine
15½-Oz. Lavoris
14-Oz. Cepacol
12-Oz. Micrin

Your choice

Revco Daring Discount Price........... 77c

New! Super
25-Oz. Size Mouth Wash

COLEGATE 100

47½ Larger Than Regular 17-Oz. Size.

Compare

Revco’s Daring Discount Price........... 79c

Revco Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

Revco Quality

Mouth Wash

THE EVERYDAY DISCOUNT PRICE ON

Revco Quality Mouth Wash

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Mouth Wash

THE EVERYDAY DISCOUNT PRICE ON

Revco Quality Mouth Wash

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Deodorant

Maximum protection! Yes instantly. Not gummy or sticky. No drip to poll clothes. Ideal for the whole family.

7-Fl. Oz. Compare with Famous Brands at our price of 99c

Revco Everyday Discount Price........... 69c

With Revco Coupon You Save............ 20c

YOU PAY ONLY

Revco’s Daring Discount Coupon

America’s Popular Family Deodorant

GILLETTE RIGHT GUARD

SPRAY DEODORANT

4-Fl. Oz. Can.

Compare

Revco’s Daring Discount Price........... 59c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Anti-Perspirant Deodorant

2-Oz. Compare

Revco Everyday Discount Price........... 49c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Anti-Perspirant Deodorant

1-Oz. Compare

Revco Everyday Discount Price........... 19c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Antiperspirant Deodorant

1-Oz. Compare

Revco Everyday Discount Price........... 19c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Antiperspirant Deodorant

1-Oz. Compare

Revco Everyday Discount Price........... 19c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Antiperspirant Deodorant

1-Oz. Compare

Revco Everyday Discount Price........... 19c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Antiperspirant Deodorant

1-Oz. Compare

Revco Everyday Discount Price........... 19c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Antiperspirant Deodorant

1-Oz. Compare

Revco Everyday Discount Price........... 19c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Antiperspirant Deodorant

1-Oz. Compare

Revco Everyday Discount Price........... 19c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Antiperspirant Deodorant

1-Oz. Compare

Revco Everyday Discount Price........... 19c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Antiperspirant Deodorant

1-Oz. Compare

Revco Everyday Discount Price........... 19c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Antiperspirant Deodorant

1-Oz. Compare

Revco Everyday Discount Price........... 19c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Antiperspirant Deodorant

1-Oz. Compare

Revco Everyday Discount Price........... 19c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Antiperspirant Deodorant

1-Oz. Compare

Revco Everyday Discount Price........... 19c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Antiperspirant Deodorant

1-Oz. Compare

Revco Everyday Discount Price........... 19c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Antiperspirant Deodorant

1-Oz. Compare

Revco Everyday Discount Price........... 19c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Antiperspirant Deodorant

1-Oz. Compare

Revco Everyday Discount Price........... 19c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Antiperspirant Deodorant

1-Oz. Compare

Revco Everyday Discount Price........... 19c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
Limit one item per coupon.

Offer Expires Dec. 31, 1968

20¢

Revco Quality

Antiperspirant Deodorant

1-Oz. Compare

Revco Everyday Discount Price........... 19c

Revco’s Daring Discount Coupon

This extra discount good only with purchase.
WHAT PRICE BEAUTY? CHECK THESE REVCO VALUES!

HUMAN HAIR EYE LASHES
Fashioned by Famous Dura Gloss
Self-adhering pre-trimmed pre-feathered. Finest quality. Choose flattering black or brown.

BABY DOLL MINI LIPSTICKS
Great Stocking Stuffers for Christmas
Created by Dura Gloss. Six delight-ful shades in each pack... in individual cases. Colorful gift!

4-in-1 Value!
BEAUTICANS
HAIR STYLING TOOLS
GET ALL 4 for 99¢

BABY DOLL MINI LIPSTICKS
Great Stocking Stuffers for Christmas
Created by Dura Gloss. Six delight-ful shades in each pack... in individual cases. Colorful gift!

4-in-1 Value!
BEAUTICANS
HAIR STYLING TOOLS
GET ALL 4 for 99¢

4-PC. COSMETIC PURSE SET

Just look what you get:
Comb-O-Lift... Comb-Out Jr... Professional Styler... Professional Teaser. All the tools you need for delicate lifting, combing, teasing and styling. Terrific value!

Magic Mesh Brush Roller
With Lightweight Aluminum Coils
Easy to use! Every cross thread is bonded to place... rollers cannot shift about, unravel or sag!

First Quality 15-Denier
SEAMLESS NYLONS
Made by one of the leading manufacturers. Nude heel seamless styles in a wide assortment of fashion colors. Full range of sizes. Shock up and save!

Two-Sided... Swivel Base
MAKE-UP MIRROR
Wonderful idea for gifts! Two sided... one regular reflection, one magnifying. With attractive porcelain finish decorator swivel base.
Glowing REVCO Christmas Needs!
Save on Cards! Wraps! Lights!

Save over 50% on Nationally Famous
boxed single design Christmas Cards complete with envelopes

Box of 25
Assortment

REVCOD ARING DISCOUNT PRICE
88¢ Box

Boxes of 20 & 25
Assortment

REVCOD ARING DISCOUNT PRICE
$1.39 Box
$1.99 Box

Shown are just 3 examples of the variety to be found at
Revco! The finest examples of art and
design to lend special meaning to
your holiday greetings.

DE LUXE FOLDERS
WITH STRINGS
Pkg. of 21. Colorful and decorative.

200 CHRISTMAS WRAP
ACCESSORIES
Includes cards, tags, seals, folders!

Compare YOUR CHOICE 69¢

6 Rolls of Classic
Gift & Foil Wrap
Assorted Holiday patterns.

De Luxe Gift Wrap
& Sculptured Foil
New! Jumbo rolls with E-Z
cutter bar.

Beaux Collection of
Exotic Gift Wraps
6 or 10 rolls to a package
of 26 x 30-in. sheets.

White Tissue Wrap
in Handy Cutter Box
By Pawcraft! Each roll
20-in. x 90 ft.

Compare YOUR CHOICE 83¢
Compare $1.27
Compare $1.88
Compare 49¢

GENERAL ELECTRIC TREE LIGHT SETS...DARINGLY DISCOUNTED

20 MIDGET INDOOR LIGHTS
Have the Merry Midget Lights this
year! U.L. approved.

15 LIGHTS-INDOOR TYPE
All green cord, sockets and plugs.
U.L. approved.

15 LIGHTS-OUTDOOR TYPE
Green cord, 20-ft. long. Assorted
bulbs. U.L. approved.

GENERAL ELECTRIC REPLACEMENT LIGHTS

9-FT. 6-E Extension Cord
U.L. approved. For
Holiday lighting.

20-FT. Extension Cord
Indoor or outdoor.
U.L. approved.

Compare $1.69
Compare $1.99
Compare $2.99

C-7½ Indoor—4 Pack
C-9½ Outdoor—4 Pack
R2-20 Midget—5 Pack

Compare 39¢
Compare 52¢
Compare 38¢

LE PAGE
1500° CELLO TAPE
1001 gift wrapping uses. ½-in.
wide.

Compare 28¢

REVCOD ARING DISCOUNT PRICES

21 FT. GARLAND TRIM
For indoor or outdoor. Silver or
gold colors.

Compare 39¢

625 TINSEL-ICICLES
Silver Foil. Safe to use.

Compare 29¢

Page 11
New from Clairol!

**Psssssst**

INSTANT SHAMPOO

**Compare**

Revo Daring Discount Price $133

**TM © 1968 Clairol Inc.**

Just Spray On, Brush Out, and GO!

Psssssst... it's no longer a secret! Revo brings you the newest concept in shampooing! Use Psssssst, and your hair will look cleaner, smell cleaner, feel cleaner. Keeps your hair clean between weekly shampooing.

New from Clairol!

Four New Shades in NICE 'n EASY

The Natural-Looking Hair Color You Just Shampoo In!

- Natural Pale Ash Blonde 101
- Natural Light Beige Blonde 103
- Natural Ash Brown 115
- Natural Blue Black 124

**Compare**

Revo Daring Discount Price $139

Now You Can Shampoo in the Natural-Looking Haircoloring

MISS CLAIROL SHAMPOO FORMULA

Compare $139
WHEN IT COMES TO HAIR, REVCO’S THERE...WITH SAVINGS!

SHAMPOO, CONDITIONER AND RINSE ALL TOGETHER

All in one 83¢

The first big shampoo breakthrough in years!
It’s shampoo plus conditioner and rinse—all in one.

NEW!
LANOLIN PLUS Hair Spray

REVCO Quality Creme Rinse
Egg Shampoo, or Castile Shampoo

This extra discount good only with purchase.
Limit one item per coupon.
OFFER EXPIRES DEC. 31, 1968

15¢ OFF
THE EVERYDAY DISCOUNT PRICE ON
REVCO QUALITY CREME RINSE
EGG SHAMPOO, or CASTILE SHAMPOO

With Revco Coupon You Save
YOU PAY ONLY

REVCO Quality Creme Rinse
Egg Shampoo, or Castile Shampoo

Compare 32-Fl. Oz.

Revco Daring Discount Price 79¢

REVCO DARING EXTRA DISCOUNT COUPON

THIS COUPON IS GOOD FOR

REVCO Quality Creme Rinse
Egg Shampoo, or Castile Shampoo

Compare 32-Fl. Oz.

Revco Daring Discount Price 79¢

Revco Daring Discount Price 79¢

REVCO DARING EXTRA DISCOUNT COUPON

THIS COUPON IS GOOD FOR

REDOUBT SHAMPOO

Compare 10.25-Oz. Jar

REVCO DARING DISCOUNT PRICE

Brings back the firm control that most shampoos wash away.
A favorite for years... now at Revco's Daring Discount Price!
FOR HIM...IT'S THE GIFT THAT COUNTS
(Not The Revco Discount Price You Pay)

FAR EAST or HIGHLAND LEATHER

Save On His Two Most Wanted Gift Sets!

Compare

REVCO DARING DISCOUNT PRICE

YOUR CHOICE

$1.69

Each Set Contains 4-Oz. After Shave Lotion and 4-Oz. Matching Men's Cologne in Beautiful Gift Box.

MENNEN GIFT SETS

Skin Bracer and Cologne

Compare

REVCO DARING DISCOUNT PRICE

$1.37

Skin Bracer! Wild Moss and Dry Lime

Compare at

REVCO DARING DISCOUNT PRICE

$2.37

OLD SPICE GIFT SETS

New! Each in Handsome Wood-Grain Gift Boxes. The perfect Holiday gift for the man of your choice, regardless of price. (Savings at Revco makes these gifts twice as nice.)

TRADITIONAL

5-Piece Set: Shower Soap, Body Talcum, After Shave, Aerosol Deodorant, Cologne.

$4.99

$1.89

2-Piece Set: After Shave, Aerosol Deodorant.

TROPIC LIME

After Shave and Cologne.

$2.69

$2.69

NEW EXCITING BURLEY

After Shave and Cologne.

$3.39

$2.99

SAVE on HAI KARATE

But Warn Him
To Be Careful
How He Uses It!

HAI KARATE

Lotion/Cologne

Compare

$2.78

Cologne/Soap

Compare

$2.98

Lime After Shave/Lime Cologne

Compare

$3.19

HAI KARATE

After Shave

Compare

$1.09

Cologne/Soap Shaving Cream

Compare

$3.99

Lime After Shave

Compare

$1.29

HAI KARATE

Cologne

Compare

$1.89

After Shave Foam

Compare

$1.29

Lime Cologne

Compare

$1.89

Page 14
**LIGHT UP HIS LIFE WITH GIFT BUYS FROM REVCO**

### SAVE 30% ON RONSON!

**RONSON Comet Butane Lighter**
- Compare Price: $4.99
- Revco Daring Discount Price: $3.99

**RONSON Typhoon Lighter**
- Compare Price: $1.99
- Revco Daring Discount Price: $1.59
- Lowest-priced Ronson ever! Wind tunnel proved "most windproof" of all. New super-strength construction. In seven handsome finishes.

### SAVE 30% ON SCRIPTO!

**SCRIPTO See-Thru VU-Lighter**
- Compare Price: $4.99
- Revco Daring Discount Price: $3.39
- Transparent reservoir lets you know when fuel is low!

**SCRIPTO Slim Butane Lighter**
- Compare Price: $2.99
- Revco Daring Discount Price: $2.39
- Finger-tip dial adjusts the flame you want.

---

**ELECTRIC SHOE POLISHER**
- Compare Price: $3.29
- Revco Daring Discount Price: $2.99
- Get a professional shine FAST! Uses ordinary flashlight batteries. Includes brush, polish, applicator and buffer. For all the family.

**FOLDING LAP or BED TRAY**
- Compare Price: $59
- Revco Daring Discount Price: $55
- Washable and easy to keep clean. Brass legs. Extra sturdy.

**PAPERMATE PENS**
- Compare Price: $1.99
- Revco Daring Discount Price: $1.79
- Washable and easy to keep clean. Brass legs. Extra sturdy.

### PRESTONE WINDSHIELD WINTER AIDS

**Windshield Washer Anti-Freeze**
- Compare Price: $3.99
- Revco Daring Discount Price: $3.49
- For car windows. Has scraper tip. Non-streak formula keeps windshield washer system ice free, even to 30° below zero. Prevents gas-line, tank and carburetor icing. Starts faster.

**Windshield De-Icer**
- Compare Price: $3.99
- Revco Daring Discount Price: $3.49
- For car windows. Has scraper tip. Non-streak formula keeps windshield washer system ice free, even to 30° below zero. Prevents gas-line, tank and carburetor icing. Starts faster.

---

**ICE SCRAPER and SQUEEGEE**
- Compare Price: $0.59
- Revco Daring Discount Price: $0.49
- Rubber squeegee on one side, plastic scraper on other. Long hardwood handle for fast ice and snow removal.

**COMBINATION SNOW BRUSH**
- Compare Price: $0.33
- Revco Daring Discount Price: $0.29
- A 2-in-1 winter aid! Combines snow brush with squeegee. 2-sided plastic ice scraper. Round hardwood handle.

---

**REVCO DARING DISCOUNT DEMONSTRATION**

**ZIPPO Windproof Lighter**
- Compare Price: $29
- Revco Daring Discount Price: $24

**RONSONOL Lighter Fuel**
- 12 oz. Can
- Compare Price: $3.99
- Revco Daring Discount Price: $3.29

**PRESTONE Windshield 14-OZ. Can**
- Compare Price: $3.99
- Revco Daring Discount Price: $3.49

**PRESTONE PRIME Gas Drier 12-OZ. Can**
- Compare Price: $3.99
- Revco Daring Discount Price: $3.49
Revco poses an important question for those who make “snap” decisions:

Is your film getting quality processing? Revco guarantees you finest quality processing to KODAK standards under the direction of KODAK trained personnel and processed with genuine KODAK paper and chemicals.

Are you paying too much for your film processing? You are if you’re not processing your films at Revco. Our big volume (over 10 million Kodak pictures processed) enables us to offer you processing at a considerable saving.

Is the film you’re using off-brand quality or famous brand quality? Revco only carries the two leading world-famous films, KODAK and POLAROID to assure you of best results. And because of Revco’s huge volume, you’re sure of always getting fresh, current-dated film.

Are you paying too much for KODAK or POLAROID film? You are if you’re not buying your film at Revco. Our big buying power enables us to buy for less and pass our low prices on to you.

NOTHING TO SET! INSTANT DROP-IN LOADING

Kodak Instamatic 124
TAKES ALL THREE: color snaps, black and white snaps, color slides.

Camera...in Color Outfit

Compare at much, much more!
Easy to load! Easy to flash! Easy to carry!

EVERYTHING YOU NEED FOR PICTURE MEMORIES...THE EASY WAY!

REVCO EVERYDAY DISCOUNT

EVERYTHING

THE EASY WAY!

EVERYDAY

REVCO

EVERYDAY

DISCOUNT

PRICE

Kodak VP-120 or VP-127
Black & White
41c
Kodak VP-26
12 Exposures Black & White
49c
Kodacolor CX 620 or 127
89c
Kodacolor CX 126
99c
Kodacolor CX 126
$1.47
Kodachrome KA 459
Indoor & Outdoor, 8MM, 25 Feet
$1.99
Kodachrome KA 464
Super 8MM Cart., 50 Ft.
$2.49
Kodachrome XX 126 K 135
20 Exposures
$1.55
Polaroid 107
Black & White Filmpack 47 B&W
$2.19
Polaroid 108
68c
Polaroid Swinger 20
$1.65

EVEREADY BATTERIES
For Cameras, Radios and Toys.

216 BP 9V, Transistor
Compar
2 for 69c
915 BP AA Cell
Compar
2 for 27c
935 C Cell & 950 D Cell
Compar
2 for 31c
1015 BP / Transistor
Compar
4 for 61c

G.E. Flash Cubes
Pack of 3
Compar
$1.99
AG-1 Clear or Blue
Sleeve of 12
Compar
$1.09
M2 Blue
Sleeve of 12
Compar
$1.29
M5 Blue & M3
Sleeve of 12’s
Compar
$1.99

Loose Leaf Photo Album
72 See Thru Vinyl Pockets
Compar
68c

Camera & Equipment Case
Compar
$1.79

COMPARE REVCO DISCOUNT PRICES ON KODAK AND POLAROID FILM! SEE HOW MUCH YOU SAVE!

COMPARE REVCO DISCOUNT PRICES ON QUALITY FILM PROCESSING! SEE HOW MUCH YOU SAVE!

CHECK REVCO SPECIALS ON KODACOLOR AND POLAROID FILM!
SAVE YOUR SKIN (& money besides) with Revco Beauty Buys!

20¢ OFF
THE EVERYDAY DISCOUNT PRICE ON
REVCO QUALITY COLD CREAM
This extra discount good only with purchase. Limit one item per coupon.

REVCO Quality Cold Cream
Homogenized formula for deep down cleansing. 15% /-Uz. Jar.
Compare
Revco Everyday Discount Price
89¢
With Revco Coupon You Save
20¢
YOU PAY ONLY
69¢

REVCO Bubbling Bath Oil
Contains coconu oil to keep even the driest skin smooth, soft and so fresh looking.
32-Fl. Oz. Compare
Revco Everyday Discount Price
87¢
With Revco Coupon You Save
20¢
YOU PAY ONLY
67¢

New!
FOAM BATH in 3 Luscious Fragrances
Lemon Tree
Peachy Dandy
Lime Frappe
Compare
REVCO DARING DISCOUNT PRICE
88¢

Leaves the skin gloriously clean, velvety smooth and delicately fragranced. Will not dry the skin. The graceful 22-oz. gift decanter enhances Bath or Vanity!
Only products of the highest quality bear this label...

REVCO QUALITY PRODUCTS

We are so confident of the quality of Revco products that we furnish you with this written guarantee

When you buy REVCO you buy with Confidence and SAVE up to 50%

SAVE AN EXTRA 15¢ WITH THIS COUPON

REVCO DARING EXTRA DISCOUNT COUPON

THIS COUPON IS GOOD FOR

15¢ OFF

THE EVERYDAY DISCOUNT PRICE ON

16-OZ. REVCO QUALITY WHITE PETROLEUM JELLY

This extra discount good only with purchase. Limit one item per coupon.

OFFER EXPIRES DEC. 31, 1966

REVCO Quality
White Petroleum Jelly
16-Oz. Jar

For minor cuts, burns, skin irritations. A household aid for small insect bites, and wind or sun burn. Also a must for the nursery.

Revco Daring Discount Price $53¢

With Revco Coupon You Save 15¢

YOU PAY ONLY 38¢

SAVE AN EXTRA 15¢ WITH THIS COUPON

REVCO DARING EXTRA DISCOUNT COUPON

THIS COUPON IS GOOD FOR

15¢ OFF

THE EVERYDAY DISCOUNT PRICE ON

BOTTLE of 200 REVCO QUALITY MILK of MAGNESIA TABLETS

This extra discount good only with purchase. Limit one item per coupon.

OFFER EXPIRES DEC. 31, 1966

REVCO Quality
Milk of Magnesia Tablets

Bottle 200

The antacid laxative that should be in every home medicine chest. Pleasant tasting, mint flavored. Compare with Famous Brands at our price of $1.19.

Revco Daring Discount Price $69¢

With Revco Coupon You Save 15¢

YOU PAY ONLY 54¢
ANNOUNCING
REVCO EXTRA 10% DISCOUNT PLAN FOR BABIES through age 3!
Another Revco Exclusive!

NOW SAVE AN EXTRA 10% ON ALL BABY VITAMINS AND REVCO QUALITY BABY PRODUCTS

What a break for babies... and parents, too. Now they both can enjoy the extra savings of the new Revco STORK-AID plan. Who is eligible? All the girls and boys, from the newest born to those who celebrate their third birthday this year. And what do they get? An extra 10% discount below Revco's already low discount prices on all baby vitamins and all other Revco Quality Products for baby.

Here's all you have to do to get your child a personalized STORK-AID Membership Card. Simply fill out the application below and mail it to Revco. About ten days later your baby will receive the STORK-AID Card and begin to save a bundle.

FILL OUT AND MAIL THIS FORM TODAY!

OFFICIAL APPLICATION
REVCO STORK-AID® EXTRA DISCOUNT PLAN FOR BABIES

Without cost or obligation, please send me a membership card, instructions, and information about the Revco STORK-AID extra discount plan for babies.

PLEASE PRINT CLEARLY

<table>
<thead>
<tr>
<th>BABY'S NAME</th>
<th>STREET ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>(First Name)</td>
<td>(Middle Name)</td>
</tr>
<tr>
<td>CITY</td>
<td>STATE</td>
</tr>
<tr>
<td>DATE OF BIRTH</td>
<td>BIRTH CERTIFICATE #</td>
</tr>
<tr>
<td>PARENT'S SIGNATURE</td>
<td>MOTHER or FATHER</td>
</tr>
</tbody>
</table>

I attest that all of the above information is true.

PLEASE MAIL TO: REVCO STORK-AID® 3030 QUIGLEY RD., CLEVELAND, O. 44113

THE FABLE OF THE LABEL

Once upon a time—and even quite recently—the people were very unhappy. Indeed they were sad because they had to pay a king's ransom for all their drug needs.

Then, lo and behold, the word came to them from the folks at Revco. "Never fear, good friends," they said, "Revco will bring you bounteous drug, health and beauty aids...they shall bear the fab'ul'us Revco Quality Products label...and they shall cost thee but a palty pence."

"But will they truly be products of quality?" queried a skeptic, obviously a stranger in town.

The natives were awestruck for the nonce. Then softly spoke to them a man of Revco: "Thou better believe it, Jack!"

For it was known among the wise people of the land that everything which proudly bears the distinguished Revco Quality Products label is assuredly of the finest ingredients, verified by laboratory tests. And they are sold with a printed, unconditional guarantee of utter and complete satisfaction or your money back...with a smile, yet.

And the people were glad and they rejoiced because they dug the MOL of the fable of the label. It is simply this: Every day, verily, is savings day at Revco... and even more so on Revco Quality Products!
There is one thing
we will never,
never discount!

That is
our best wishes
to you and yours
for a happy
holiday season
and a healthy and
prosperous new year!

Every Day Is Savings Day On Everything at REVCO!

211 E. Grand River
EAST LANSING, MICHIGAN
OPEN 9 AM TO 6:00 PM DAILY — 9 AM TO 9 PM WEDNESDAY —
CLOSED SUNDAY