

FALL-WINTER
1968

SUPPLEMENT TO THE
MICHIGAN STATE NEWS
EAST LANSING MICHIGAN

Here's the way with your savings every day!

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 in store for valuable coupons worth 25¢

REVCO
DISCOUNT
CENTERS

...AMERICA'S
FASTEST
GROWING
CHAIN

**OVER 200 STORES
IN 7 STATES**

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!

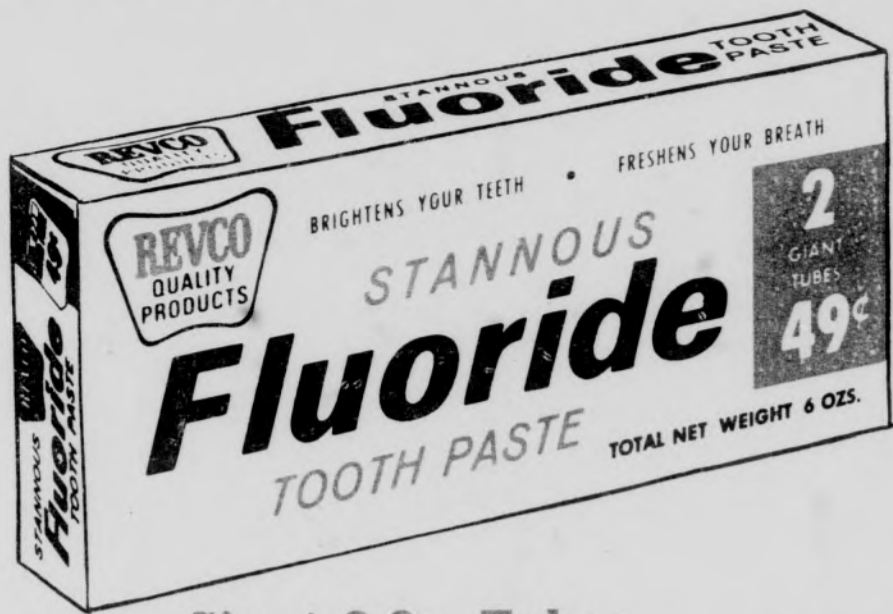
On the next 18 pages is a daring demonstration of what we mean by "Total Discount"

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 gifts? 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 prices. 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 is more than a slogan—it's a fact!



2 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!

15¢ **REVCO DARING EXTRA DISCOUNT COUPON** 15¢

THIS COUPON IS GOOD FOR
15¢ OFF
THE EVERYDAY DISCOUNT PRICE ON
REVCO PROFESSIONAL QUALITY TOOTH BRUSH

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

OFFER EXPIRES DEC. 1968 15¢



REVCO Professional Quality Tooth Brush

Scientifically Designed for Maximum Cleaning Action.
With Professional Quality Nylon Bristles for Long, Effective Use!

Revco Daring Discount Price **49¢**

With Revco Coupon You Save **15¢**

YOU PAY ONLY 34¢

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!

The Toothpaste
And Mouthwash
In One!



REVCO DARING DISCOUNT PRICE **65¢**

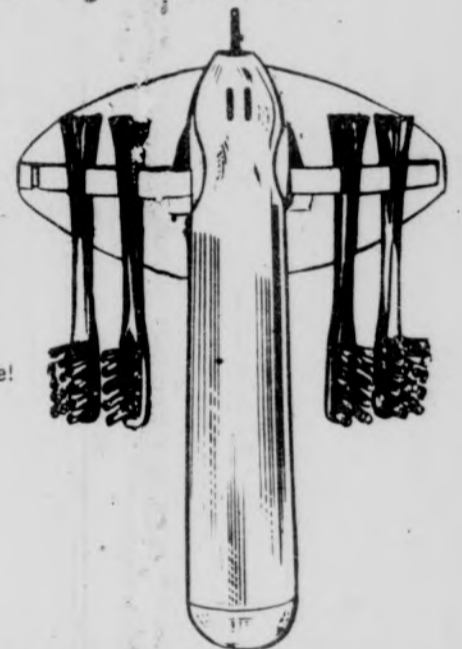
BROXODENT AUTOMATIC ACTION TOOTH BRUSH by SQUIBB

Convenient and easy to use. Designed for the whole family. 4-brush unit with brushes in decorator colors. Complete with wall bracket that's self adhesive. Terrific Revco buy!

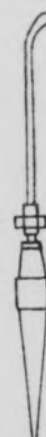
Compare at many dollars more!

REVCO DARING DISCOUNT PRICE

\$11.99



FAMOUS IODENT ORAL SPRAY



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

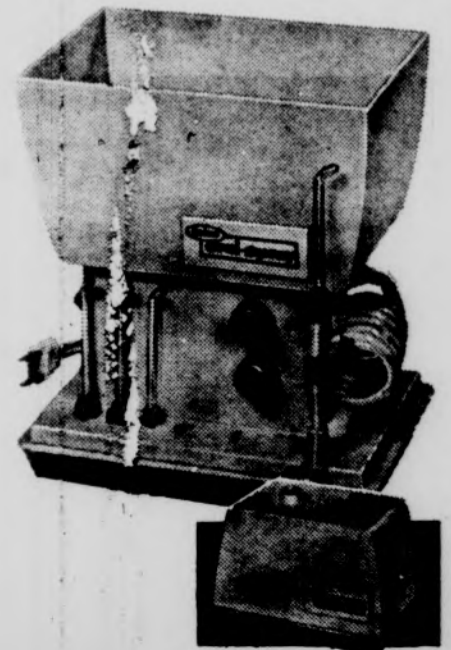
*Patent Pending

Compare at many dollars more!

REVCO DARING DISCOUNT PRICE

\$13.77

Floats away hard-to-reach debris with fan-jet streams of water. Has pump, and cover that converts to one-quart storage tank. Handle attachment and four individual spray tips. Scientific oral lavage.



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¢

CUT OUT & CATCH A COLD (BEFORE IT CATCHES YOU!)

With Revco's Daring Discounts For The Sneezin' Season!

25¢ **REVCO DARING EXTRA DISCOUNT COUPON** 25¢

THIS COUPON IS GOOD FOR

25¢ OFF

THE EVERYDAY DISCOUNT PRICE ON
REVCO QUALITY COLD TABLETS

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

25¢ **OFFER EXPIRES DEC. 31, 1968** 25¢

20¢ **REVCO DARING EXTRA DISCOUNT COUPON** 20¢

THIS COUPON IS GOOD FOR

20¢ OFF

THE EVERYDAY DISCOUNT PRICE ON
REVCO 12-TIMED CAPSULES

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

20¢ **OFFER EXPIRES DEC. 31, 1968** 20¢



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 **99¢**
With Revco Coupon You Save **25¢**

YOU PAY ONLY **74¢**

COMPARE WITH FAMOUS NAME BRAND

Buy either brand... Save either way

CORICIDIN Cold Tablets

BOTTLE OF 100.
Compare price!

REVCO DARING DISCOUNT PRICE **\$2.47**



REVCO Antihistamine Decongestant

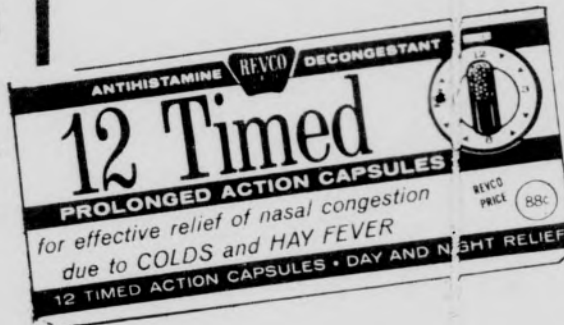
12-Timed Capsules

With Prolonged Action.
Carton of 12 Capsules!

Compare with Famous Brand
at our price of 97¢

Revco Everyday Discount Price **88¢**
With Revco Coupon You Save **20¢**

YOU PAY ONLY **68¢**



Compare With Famous Name Brand

CONTAC Capsules

TEN CAPSULES. Compare
the regularly advertised price.

REVCO DARING DISCOUNT PRICE **97¢**



Spec-T for sore throat
antibacterial troches

SQUIBB

CETYLPIRIDINIUM CHLORIDE with BENZOCAINE TROCHES

For temporary relief of minor sore throat due to the common cold

Squibb's SPEC-T

Antibacterial Troches

Contains Cetylpyridinium Chloride, a well known anti-bacterial agent, and Benzocaine, a fast, effective surface anesthetic. Soothing relief for minor throat irritations. Two packets of Five each.

Compare our price
REVCO DARING DISCOUNT PRICE **59¢**

10¢ **REVCO DARING EXTRA DISCOUNT COUPON** 10¢

THIS COUPON IS GOOD FOR

10¢ OFF

THE EVERYDAY DISCOUNT PRICE ON
REVCO 5-GRAIN ASPIRIN, 300's

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

10¢ **OFFER EXPIRES DEC. 31, 1968** 10¢



REVCO QUALITY U.S.P. 5-GRAIN ASPIRIN

Bottle of 300

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

Revco Everyday Discount Price **39¢**
With Revco Coupon You Save **10¢**

YOU PAY ONLY **29¢**

NEW Improved REVCO Formula D-M

Cough Syrup

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

6-FL. OZ.
REVCO EVERYDAY DISCOUNT PRICE

79¢



COMPARE WITH

VICKS Formula 44

Cough Mixture

WITH SILENTIUM
6-FL. OZ.

REVCO EVERYDAY DISCOUNT PRICE

\$1.29



Compare With Famous Name Brand. Save Either Way.

BAYER 5-GRAIN ASPIRIN

Bottle of 200' Compare

Revco Everyday Discount Price **\$1.23**

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¢**

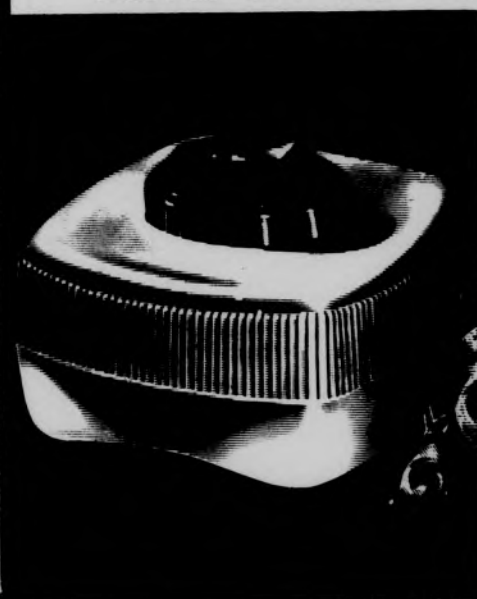
40¢ **REVCO DARING EXTRA DISCOUNT COUPON** 40¢

THIS COUPON IS GOOD FOR
40¢ OFF
THE EVERYDAY DISCOUNT PRICE ON
**REVCO QUALITY RED LINE ORAL
or RECTAL FEVER THERMOMETER**

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

40¢ **OFFER EXPIRES DEC. 31, 1963** 40¢

SAVE UP TO 40% ON KAZ VAPORIZERS & HUMIDIFIERS



8 to 10 Hour Vaporizer

Compare **REVCO DARING DISCOUNT PRICE** **\$3.44**

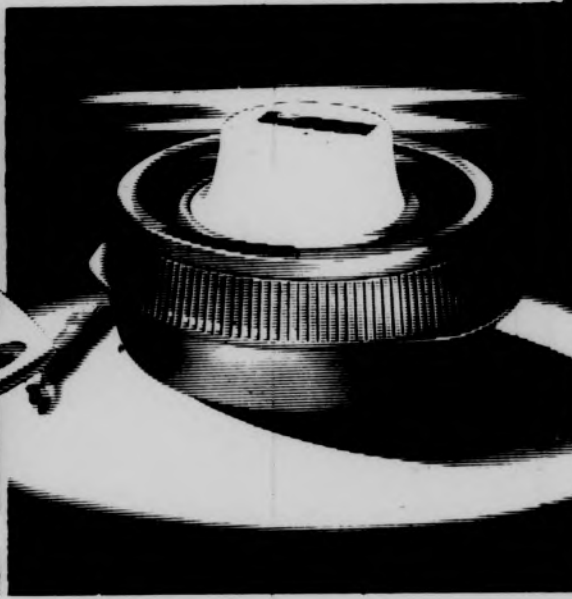
Perfect performance in any water area. 1-gallon capacity. 8 to 10 hours vaporization. Automatic shutoff. Separate medication chamber. Can't rust. U.L. approved.



14 to 16 Hour Vaporizer

Compare **REVCO DARING DISCOUNT PRICE** **\$4.99**

Instantaneous operation. Safe, unbreakable plastic container, tip-proof! Molded-on handles and convenient fill cap. 1½ gallon capacity. Advanced styling. U.L. approved.



Cool Moisture Humidifier

Compare **REVCO DARING DISCOUNT PRICE** **\$7.44**

12 hour operation. Exclusive Wind Tunnel design produces superfine mist. No fallout. Lifetime lubricated motor cannot be damaged by running dry. Quiet! U.L. approved.



KAZ Inhalant Steam Medication

Compare **REVCO DARING DISCOUNT PRICE** 6-Oz. **88¢**

Relieves nasal and sinus congestions and upper respiratory discomfort due to colds. For all electric vaporizers!



CASCO HEATING PADS

ALL REVCO DARING DISCOUNT PRICED!

Compare **\$2.69** Compare **\$3.99** Compare **\$5.99**

Has 3 heats, with moisture resistant washable cover. Wet-proof, 3 fixed heats. Braille marked control. Full heat range. Dialatron control. Washable cover.



GOODRICH SYRINGES

TRAVEL SYRINGE

Pure Latex. Folds into waterproof carry case. Complete with tubing, clamps and fittings.

Compare **REVCO DARING DISCOUNT PRICE** **\$1.99**

HOT WATER BOTTLE

With leak-proof stopper. Safe for applying heat.

Compare **REVCO DARING DISCOUNT PRICE** **\$1.79**

COMBINATION

2-in-1. Use as hot water bottle, with stopper or as syringe with combination cap.

Compare **REVCO DARING DISCOUNT PRICE** **\$2.19**



REVCO QUALITY

FACIAL TISSUES

Box of 200 Two-Ply

Compare **REVCO EVERYDAY DISCOUNT PRICE** **2 boxes 39¢**

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

COMPARE REVCO QUALITY VITAMINS WITH NATIONALLY 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!



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.

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 for high quality, potency and satisfaction.

COMPARE UPJOHN UNICAP M with
REVCO QUALITY FORMULA 44 M

COMPARE FORMULAS!



UNICAP M

1.5 mg. VITAMIN A
10 mcg. VITAMIN D
2.5 mg. THIAMINE MONONITRATE (B-1)
2.5 mg. RIBOFLAVIN (B-2)
50 mg. ASCORBIC ACID (C)
20 mg. NIACINAMIDE
0.5 mg. PYRIDOXINE HCL
5 mg. CALCIUM PANTOTHENATE
2 mcg. CYANOCOBALAMIN (B-12)
10 Int. Units VITAMIN E
10 mg. IRON
0.15 mg. IODINE
1 mg. COPPER
1 mg. MANGANESE
6 mg. MAGNESIUM
5 mg. POTASSIUM
35 mg. CALCIUM

REVCO FORMULA 44M

1.5 mg.
12.5 mcg.
2.5 mg.
2.5 mg.
50 mg.
20 mg.
0.5 mg.
5 mg.
2 mcg.
10 mg.
0.15 mg.
1 mg.
1 mg.
6 mg.
5 mg.
35 mg.



COMPARE PRICES!

Upjohn Unicap M

Bottle of 90
Compare

\$2.29

Revco Formula 44 M

Bottle of 90

REVCO EVERYDAY
DISCOUNT PRICE

\$1.33

COMPARE FORMULA • COMPARE PRICE!



Miles
Chocks
Plus Iron
BOTTLE OF 60
Compare

REVCO
EVERYDAY
DISCOUNT
PRICE **\$1.69**



Revco
Tasti-Vites
With Iron
BOTTLE OF 100

REVCO
EVERYDAY
DISCOUNT
PRICE **\$1.68**

COMPARE FORMULA • COMPARE PRICE!



Lilly
Micebrin-T
BOTTLE OF 100
Compare

REVCO
EVERYDAY
DISCOUNT
PRICE **\$5.78**



Revco
Formula 35
BOTTLE OF 100

REVCO
EVERYDAY
DISCOUNT
PRICE **\$3.87**

COMPARE FORMULA • COMPARE PRICE!



Upjohn
Unicaps
BOTTLE OF 100
Compare

REVCO
EVERYDAY
DISCOUNT
PRICE **\$1.99**



Revco
Formula 44
BOTTLE OF 100

REVCO
EVERYDAY
DISCOUNT
PRICE **\$1.28**

COMPARE FORMULA • COMPARE PRICE!



Squibb
Theragran
BOTTLE OF 100
Compare

REVCO
EVERYDAY
DISCOUNT
PRICE **\$4.79**



Revco
Formula 77
BOTTLE OF 100

REVCO
EVERYDAY
DISCOUNT
PRICE **\$2.98**

PLUS SPECTACULAR SAVINGS ON REVCO SINGLE VITAMIN CONCENTRATES!

Revco Vitamin A	(25,000 UNITS) BOTTLE OF 100	REVCO EVERYDAY DISCOUNT PRICE	69¢
Revco Vitamin A	(50,000 UNITS) BOTTLE OF 100	REVCO EVERYDAY DISCOUNT PRICE	\$1.38
Revco Vitamin B ¹	(25 mg) BOTTLE OF 100	REVCO EVERYDAY DISCOUNT PRICE	43¢
Revco Vitamin B ¹	(50 mg) BOTTLE OF 100	REVCO EVERYDAY DISCOUNT PRICE	68¢
Revco Vitamin B ¹²	(25 mcg) BOTTLE OF 100	REVCO EVERYDAY DISCOUNT PRICE	96¢
Revco Vitamin C	(100 mg) BOTTLE OF 100	REVCO EVERYDAY DISCOUNT PRICE	44¢

Revco Vitamin C	(250 mg) BOTTLE OF 100	REVCO EVERYDAY DISCOUNT PRICE	83¢
Revco Vitamin E	(100 I.U.'s) BOTTLE OF 100	REVCO EVERYDAY DISCOUNT PRICE	\$1.88
Brewer's Yeast Tablets	BOTTLE OF 250	REVCO EVERYDAY DISCOUNT PRICE	96¢
Brewer's Yeast Tablets	BOTTLE OF 1000	REVCO EVERYDAY DISCOUNT PRICE	\$1.96
Dicalcium Phosphate	BOTTLE OF 100	REVCO EVERYDAY DISCOUNT PRICE	83¢
Wheat Germ Oil Capsules	BOTTLE OF 100	REVCO EVERYDAY DISCOUNT PRICE	58¢

In Appreciation Of The Fact That You Purchased, To Date,
500,000,000 REVCO QUALITY VITAMINS

**DOUBLE THE VALUE!
 REVCO TASTIVITES**



Bottles of 100's

2 for \$2¹⁹

COMPARE! Regular Revco Price of \$2.96.

COMPARE!

**DOUBLE THE VALUE!
 REVCO FORMULA 1 WITH IRON**



Bottles of 100's

2 for \$2¹⁹

COMPARE! Regular Revco Price of \$2.94.

COMPARE!

REVCO
 DARING DISCOUNT
 DEMONSTRATION

**DOUBLE
 THE
 VALUE
 VITAMIN
 OFFER!**

ONLY REVCO OFFERS THESE
 GUARANTEES OF QUALITY
 AND SATISFACTION



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.

**DOUBLE THE VALUE!
 REVCO FORMULA 1**



Bottles of 100's

2 for \$1⁷⁹

COMPARE! Regular Revco Price of \$2.34.

COMPARE!

**DOUBLE THE VALUE!
 REVCO FORMULA 66**



Bottles of 100's

2 for \$5²⁹

COMPARE! Regular Revco Price of \$6.98.

COMPARE!

SAVE! 20¢ on Blades with Revco Coupon

REVCO DARING EXTRA DISCOUNT COUPON

THIS COUPON IS GOOD FOR

20¢ OFF

THE EVERYDAY DISCOUNT PRICE ON

REVCO QUALITY DOUBLE-EDGE RAZOR BLADES

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

OFFER EXPIRES DEC. 31, 1968



REVCO Super Stainless Double Edge Blades

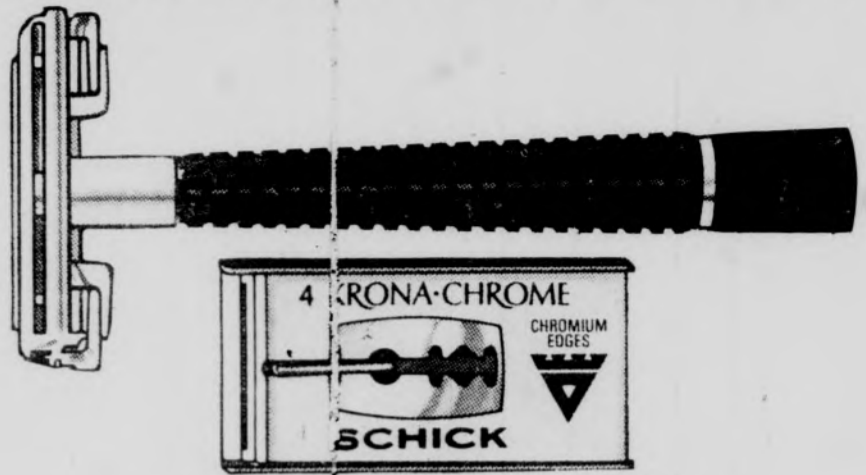
Coated with Teflon. Extra sharp for smoothest shaves. More shaves per blade.

10 GUARANTEED BLADES

Compare with National Brands at our price of **99¢**
 Revco Everyday Discount Price. **79¢**
 10 for **79¢**
 With Revco Coupon You Save **20¢**

YOU PAY ONLY **10 For 59¢**

FREE! Razor from Schick



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 Krona-Chrome Blades. With a Schick Shave — all you feel is good!

SHAVE! and Save at Revco



Gillette FOAMY Shave Cream

New 14 3/4 Oz. Economy Size

Compare **79¢**

REVCO DARING DISCOUNT PRICE



REVCO Improved Shave Cream

Jumbo 15 Oz. Economy Size

Compare **58¢**

REVCO DARING DISCOUNT PRICE

SEE! Look Younger with RD



MEN! SAY GOODBYE TO GRAY HAIR!

Look younger with RD miracle hair dressing that covers gray!

Men are raving about RD — the easy way to cover gray hair in about 2 weeks. RD's results are so gradual . . . so great looking, that no one suspects a thing. Day by day, there's a subtle improvement. In about 2 weeks, gray hair is no longer visible. Then, use RD daily to keep it that way.

Blends in with Natural Hair Color! It's used as easily as any other hair dressing. Just rub it in and comb. Won't rub off, streak or run, when

you wash your hair with soap and water . . . but for best results use RD shampoo.

From satisfied users, men and their barbers — enthusiastically hear that "RD works like magic. Not only to cover gray, but to keep hair looking healthier, more alive, younger looking." You can expect the same rewarding experience! Don't let gray hair make you look older than you are. Get RD . . . for a new lease on life.

2 1/8-Oz. Size **\$1.09**
 Compare REVCO DARING DISCOUNT PRICE

6-Oz. Size **\$2.19**
 Compare REVCO DARING DISCOUNT PRICE

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

REVCO DARING EXTRA DISCOUNT COUPON

THIS COUPON IS GOOD FOR

25¢ OFF

THE EVERYDAY DISCOUNT PRICE ON

REVCO SWEET DROPS

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

OFFER EXPIRES DEC. 31, 1968



REVCO SWEET DROPS

Pint Size. Non-Caloric Sweetening Agent.

Revco Everyday Discount Price **97¢**
 With Revco Coupon You Save **25¢**

YOU PAY ONLY **72¢**

REVCO DARING EXTRA DISCOUNT COUPON

THIS COUPON IS GOOD FOR

30¢ OFF

THE EVERYDAY DISCOUNT PRICE ON

REVCO SWEET TABLETS

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

OFFER EXPIRES DEC. 31, 1968



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¢**

Revco's Daring Discounts on Mouth Wash and Deodorants!

BE WELL SMELL SWELL

15¢ **REVCO DARING EXTRA DISCOUNT COUPON** 15¢

THIS COUPON IS GOOD FOR

15¢ OFF

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 15¢



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 77¢

Revco Daring Discount Price . . . **49¢**
With Revco Coupon You Save . . . **15¢**

YOU PAY ONLY **34¢**



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 **77¢**



New! Super
25-Oz. Size Mouth Wash
COLGATE 100

47% Larger Than Regular 17-Oz. Size.

Compare

REVCO DARING DISCOUNT PRICE **79¢**

20¢ **REVCO DARING EXTRA DISCOUNT COUPON** 20¢

THIS COUPON IS GOOD FOR

20¢ OFF

THE EVERYDAY DISCOUNT PRICE ON
REVCO FORMULA 110 SPRAY DEODORANT

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

OFFER EXPIRES DEC. 31, 1968 20¢



REVCO FORMULA 110 Spray Deodorant

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

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

Revco Everyday Discount Price **69¢**
With Revco Coupon You Save **20¢**

YOU PAY ONLY **49¢**

Big Savings On Your Favorite Revco Deodorants!



REVCO Quality 24-Hour Roll-On DEODORANT

2-Oz. Compare

REVCO EVERYDAY DISCOUNT PRICE

49¢



REVCO Quality Anti-Perspirant DEODORANT

1-Oz. Compare

REVCO EVERYDAY DISCOUNT PRICE

\$1.19



America's Popular Family Deodorant

GILLETTE RIGHT GUARD SPRAY DEODORANT

4-Fl. Oz. Can.

Compare

REVCO EVERYDAY DISCOUNT PRICE

59¢



JERGENS Cream-Mild Soap

Compare

4 Cakes 23¢

REVCO DARING DISCOUNT PRICE

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.

Compare
2 Prs. \$1.79
For

Revco Daring Discount Price

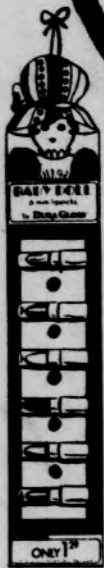
BABY DOLL MINI LIPSTICKS

Great Stocking Stuffers for Christmas

Created by Dura Gloss. Six delightful shades in each pack . . . in individual cases. Colorful gift!

Compare
Set of 6 Lipsticks 88¢

Revco Daring Discount Price



4-in-1 Value!

BEAUTICIANS HAIR STYLING TOOLS

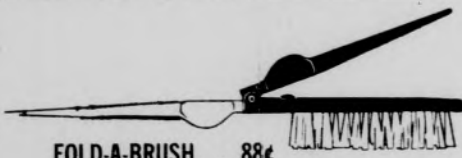
Just look what you get: Comb-O-Lift . . . Comb-Out Jr. . . . Professional Styler . . . Professional Teaser. All the tools you need for delicate lifting, combing, teasing and styling. Terrific value!

GET ALL **4 for 99¢**

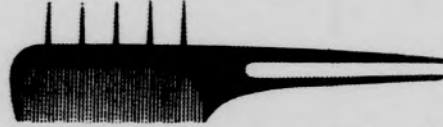
REVCO DARING DISCOUNT PRICE



3-IN-1 BEAUTY SWINGER 69¢



FOLD-A-BRUSH 88¢



3-IN-1 TOUCH-UP COMB 29¢



SALON STYLER 33¢



4-PC. COSMETIC PURSE SET

Smartly styled by Duray. Set contains: Coin purse, sun glass pouch, zippered cosmetic pouch, tissue case. Modern motif. Attractively gift boxed.

Compare
REVCO DARING DISCOUNT PRICE

\$1.99



"Wet Look" Prints in— SHOE TOTE BAGS

Compare
High-fashion treatment. Zippered Vinyl. Completely waterproof.

99¢

REVCO DARING DISCOUNT PRICE



Magic Mesh Brush Roller

With Lightweight Aluminum Coils

Compare
REVCO DARING DISCOUNT PRICE

10 Rolls for 69¢

Easy to use! Every cross thread is bonded to place . . . rollers cannot shift about, unravel or sag!



First Quality 15-Denier SEAMLESS NYLONS

Compare

REVCO DARING DISCOUNT PRICE

2 Pairs 69¢

Made by one of the leading manufacturers. Nude heel seamless styles in a wide assortment of fashion colors. Full range of sizes. Stock up and save!

Two-Sided . . . Swivel Base MAKE-UP MIRROR

Compare
REVCO DARING DISCOUNT PRICE

88¢

Wonderful idea for gifts! Two sided . . . one regular reflection, one magnifying. With attractive porcelain finish decorator swivel base.

REVCO
DARING DISCOUNT
DEMONSTRATION

Glowing REVCO Christmas Needs! Save on Cards! Wraps! Lights!

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



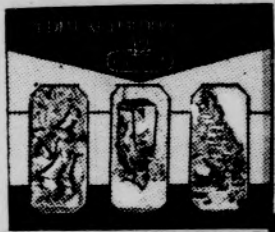
INSTANT STICK-ON GIFT WRAP BOWS

Bag of 25. Wide assortment . . . easy to use.

12 JUMBO REELS GIFT RIBBONS

168 Ft. of ribbon. Sparkling sheen and metallic.

Compare **YOUR CHOICE** **69¢**



DE LUXE FOLDERS WITH STRINGS

Pkg. of 21. Colorful and decorative.

200 CHRISTMAS WRAP ACCESSORIES

Includes cards, tags, seals, folders!

Compare **YOUR CHOICE** **29¢**



Box of 25
Assortment
REVCO DARING
DISCOUNT PRICE
88¢ Box



Boxes of
20 & 25
Assortment

REVCO
DARING
DISCOUNT
PRICE
\$139
Box



Boxes of
20 & 25
Assortment

REVCO
DARING
DISCOUNT
PRICE
\$199
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.



6 Rolls of Classic Gift & Foil Wrap

Assorted Holiday patterns.

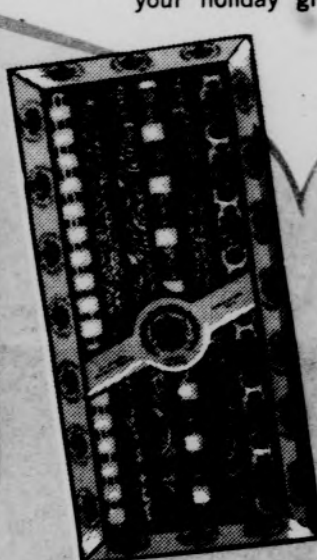
Compare **83¢**



De Luxe Gift Wrap & Sculptured Foil

New! Jumbo rolls with E-Z cutter bar.

Compare **\$127**



Beaux Collection of Exotic Gift Wraps

6 or 10 rolls to a package of 26 x 30-in. sheets.

Pkg. of 6 or 10 Rolls.
Compare **\$188**



White Tissue Wrap in Handy Cutter Box

By Papercraft! Each roll 20-in. x 90 Ft.

Compare **49¢**



21 FT. GARLAND TRIM

For indoor or outdoor. Silver or gold colors.

Compare **39¢**

625 TINSEL-ICICLES

Silver Foil. Safe to use.

Compare **29¢**

LE PAGE 1500" CELLO TAPE

1001 gift wrapping uses. 1/2-in. wide.

Compare **28¢**



GENERAL ELECTRIC TREE LIGHT SETS...DARINGLY DISCOUNTED



20 MIDGET INDOOR LIGHTS

Have the Merry Midget Lights this year! U.L. approved.

Compare **\$169**



15 LIGHTS-INDOOR TYPE

All green cord, sockets and plugs. U.L. approved.

Compare **\$199**



15 LIGHTS-OUTDOOR TYPE

Green cord, 27 ft. long. Assorted bulbs. U.L. approved.

Compare **\$299**



GENERAL ELECTRIC REPLACEMENT LIGHTS



C-7 1/2 Indoor—4 Pack . . .

C-9 1/2 Outdoor—4 Pack . . .

R2-20 Midget—5 Pack . . .

REVCO
DARING
DISCOUNT
PRICES
38¢
52¢
38¢

9-Ft. G-E Extension Cord
U.L. approved. For
Holiday lighting. **39¢**

20-Ft. Extension Cord
Indoor or outdoor.
U.L. approved. **88¢**

GIVE HER "KINDNESS" (& Save Dollars Besides!)

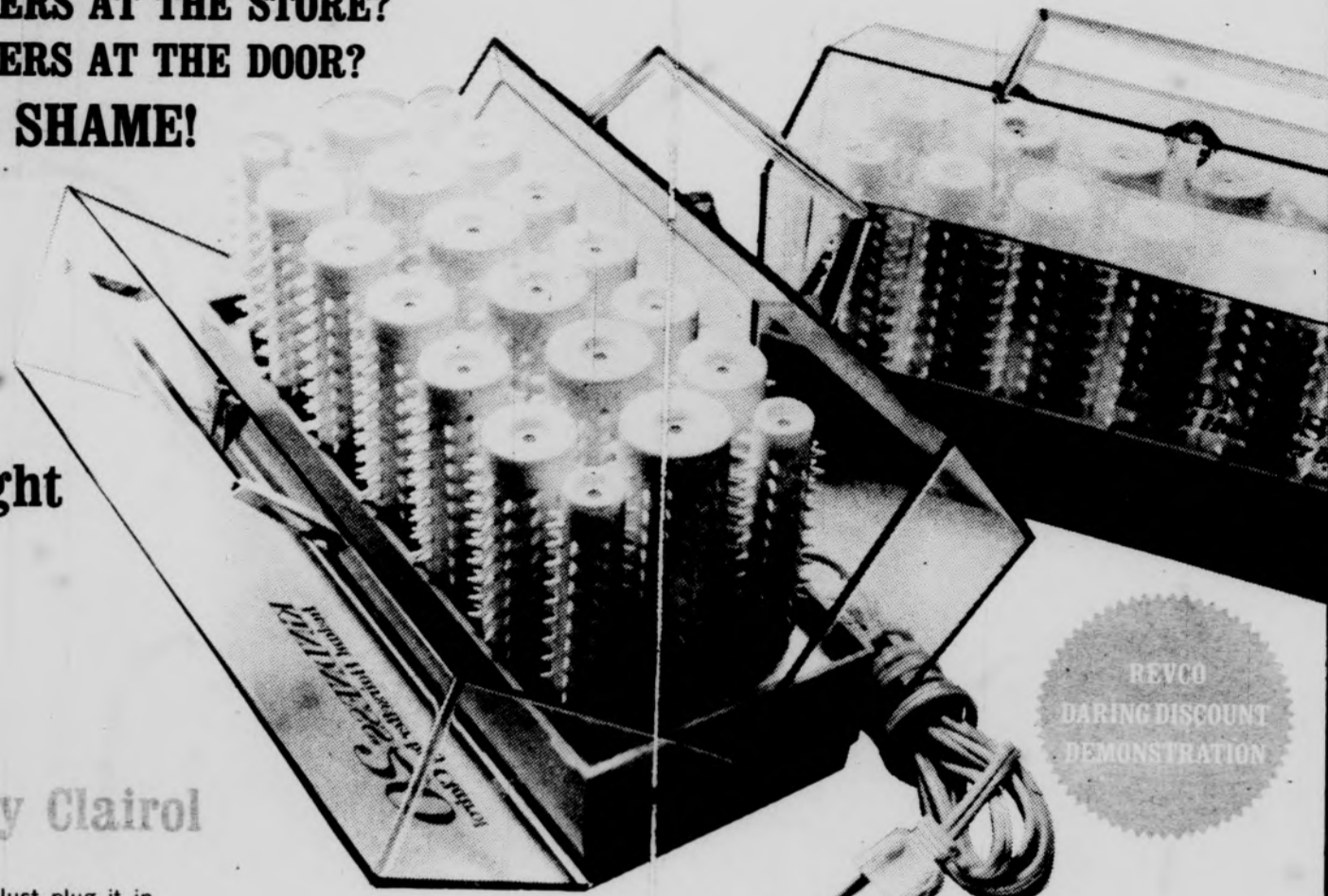


**CURLERS ON THE HEAD?
CURLERS IN BED?
CURLERS AT THE STORE?
CURLERS AT THE DOOR?
FOR SHAME!**

**She'll never be caught
in curlers again
with the new**

KINDNESS 20
Instant Hairsetter by Clairol

You're always ready with the Kindness 20. Just plug it in. Then lift off the 20 pre-heated rollers and do your hair from roll-up to brush-out in minutes. No water . . . no lotion . . . no waiting to dry. Give yourself a brand new hair-do with soft, bouncy curls and body that "stays".



REVCO
DARING DISCOUNT
DEMONSTRATION

Compare Revco Daring Discount Price **\$19.88**



New from Clairol!
Psssst*
INSTANT SHAMPOO

Compare
Revco Daring Discount Price **\$1.33**

*TM © 1968 Clairol Inc.

Just Spray On, Brush Out, and GO!

Psssst . . . it's no longer a secret! . . . Revco brings you the newest concept in shampooing! Use Psssst, 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 **\$1.39** REVCO DARING DISCOUNT PRICE

**Now You Can Shampoo in
the Natural-Looking
Haircoloring**

**MISS CLAIROL
SHAMPOO FORMULA**

Compare **\$1.39** REVCO DARING DISCOUNT PRICE



WHEN IT COMES TO HAIR, REVCO'S THERE...WITH SAVINGS!



BRECK
Creme Rinse
with Body

Or Regular Creme Rinse!
Money-Saving Revco Offer—

1-Pint Size

REVCO
DARING
DISCOUNT
PRICE

99¢

Each

Protein formula in Creme Rinse Body for fine hair. Or choose the regular Creme Rinse with coco nut oil. Both at big savings.



SHAMPOO,
CONDITIONER
AND RINSE
ALL TOGETHER

All in one **83¢**

FOR ONLY

Compare

The first big
shampoo break-
through in years!
It's shampoo plus
conditioner and
rinse—all in one!



Lustre-Creme
Shampoo

Jumbo 10.25-Oz. Jar
Compare

REVCO
DARING
DISCOUNT
PRICE

\$1.19

Brings back the firm control that most shampoos wash away. A favorite for years . . . now at Revco's Daring Discount Price!

15¢ REVCO DARING EXTRA DISCOUNT COUPON 15¢
THIS COUPON IS GOOD FOR
15¢ OFF
THE EVERYDAY DISCOUNT PRICE ON
**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¢

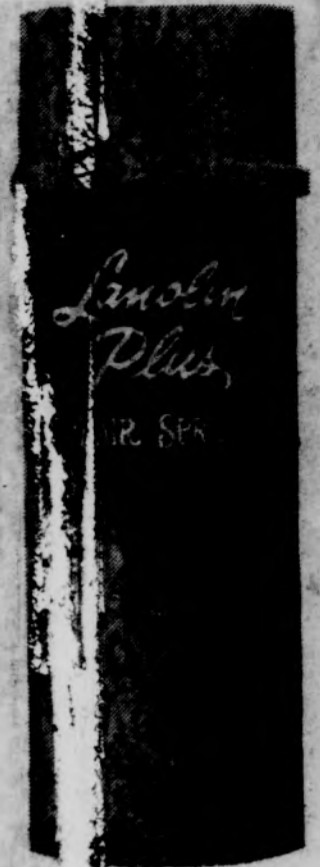


**REVCO Quality Creme Rinse
Egg Shampoo, or Castile Shampoo**

Compare 32-Fl. Oz.

Revco Daring Discount Price **79¢**
With Revco Coupon You Save **15¢**

YOU PAY ONLY **64¢**



NEW!
LANOLIN PLUS
Hair Spray

REVCO DARING DISCOUNT PRICE

59¢

3-Oz. Compare

Special offer! \$7.95 value
hair wiglet for \$2.95.
See on back of Lanolin
can.



WOODBURY
Shampoo

15 Family Size
Compare

REVCO
DARING
DISCOUNT
PRICE

69¢

Each formula. Recom-
mended for bleached or color
treated hair. Cleanses gently.
Leaves hair brighter, softer
and more manageable!

**REVCO
DARING DISCOUNT
DEMONSTRATION**

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**
Ea.

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**

SAVE on HAI KARATE

But Warn Him To Be Careful How He Uses It!



HAI KARATE HAI KARATE HAI KARATE

Lotion/Cologne Compare **\$2.78** **Cologne/Soap** Compare **\$2.98** **Lime After Shave/Lime Cologne** Compare **\$3.19**

After Shave Compare **\$1.09** **Cologne/Soap Shaving Cream** Compare **\$3.99** **Lime After Shave** Compare **\$1.29**

Cologne Compare **\$1.69** **After Shave Foam** Compare **\$1.29** **Lime Cologne** Compare **\$1.89**

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. (Saving at Revco makes these gifts twice as nice.)

TRADITIONAL

5-Piece Set: Shower Soap, Body Talcum, After Shave, Aerosol Deodorant, Cologne. **\$4.99**

2-Piece Set: After Shave, Aerosol Deodorant. **\$1.89**

TROPIC LIME

After Shave and Cologne. **\$2.69**

After Shave, Cologne, Stick Deodorant. **\$2.69**

NEW EXCITING BURLEY

After Shave and Cologne. **\$3.39**

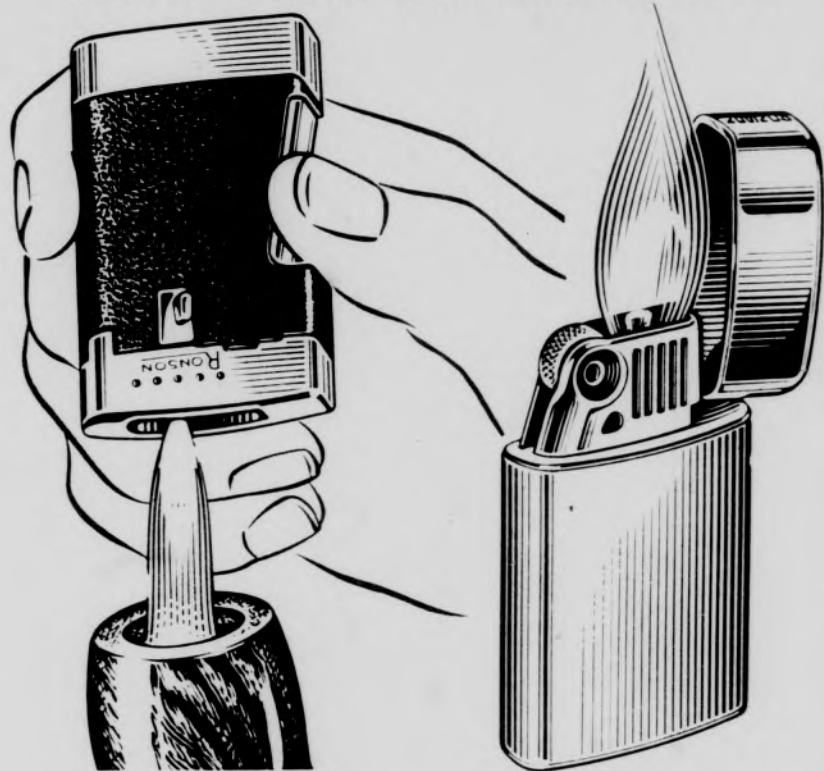
After Shave, Cologne, Stick Deodorant. **\$2.99**



LIGHT UP HIS LIFE WITH GIFT BUYS FROM REVCO

REVCO
DARING DISCOUNT
DEMONSTRATION

SAVE 30% ON RONSON!



RONSON Comet Butane Lighter

Compare **\$4.99**

REVCO DARING DISCOUNT PRICE

Windproof... for pipes, cigars, cigarettes. Lightweight, with automatic trigger action! Fingertip adjustable flame. Lights for months.

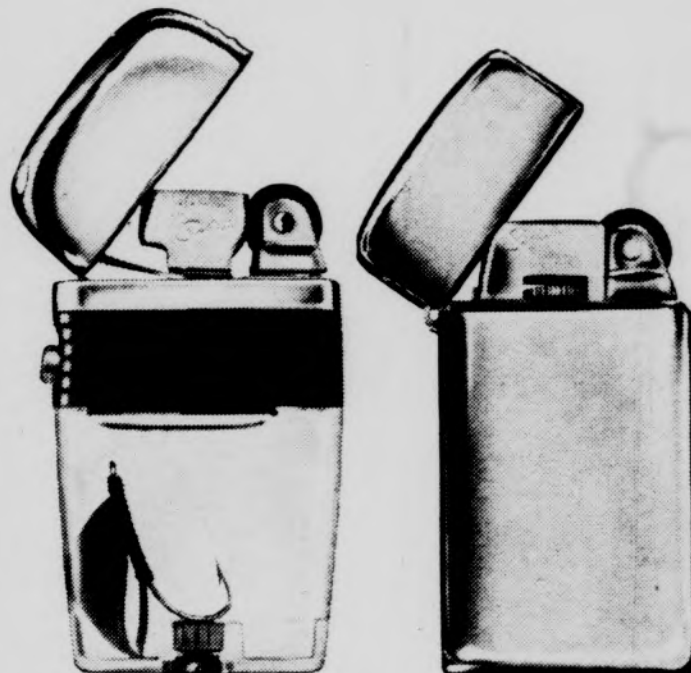
RONSON Typhoon Lighter

Compare **\$1.99**

REVCO DARING DISCOUNT PRICE

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 **\$2.79**

REVCO DARING DISCOUNT PRICE

Compare **\$3.29**
Compare **\$3.59**
Transparent reservoir lets you know when fuel is low!

SCRIPTO Slim Butane Lighter

Compare **\$3.59**

REVCO DARING DISCOUNT PRICE

Compare **\$5.29**
Compare **\$7.49**
Fingertip dial adjusts the flame you want.



ZIPPO Windproof Lighter

Compare **\$2.89**

REVCO DARING DISCOUNT PRICE

RONSONOL Lighter Fuel

12-Oz. Can Compare

REVCO DARING DISCOUNT PRICE

39¢

RONSON BUTANE FUEL **52¢**

ELECTRIC SHOE POLISHER



Compare **\$3.29**

REVCO DARING DISCOUNT PRICE

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 **59¢**

REVCO DARING DISCOUNT PRICE

Washable and easy to keep clean. Brass legs. Extra sturdy.



PAPERMATE PENS

AT REVCO DARING DISCOUNT PRICES

69¢
\$1.39

The New 1968 "Faultless" FUTURA GOLF BALLS



Compare Pkg. of **3 For \$1.89**

Compare Pkg. of **12 For \$7.49**

No conventional brand withstands a fraction of the abuse that can be absorbed by the molded, one-piece ball.

PRESTONE Windshield De-Icer

14-OZ. CAN

REVCO DARING DISCOUNT PRICE

69¢

For car windows. Has scraper top. New non-smear formula. Removes ice-frost, fights re-freeze. Sprays scores, scrapes.

PRESTONE Windshield Washer Anti-Freeze

16-OZ. CAN

REVCO DARING DISCOUNT PRICE

39¢

Exclusive concentrated formula keeps windshield washer system ice-free, even to 30° below zero.

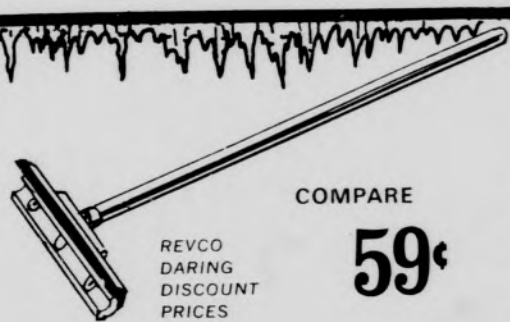
PRESTONE PRIME Gas Dryer

12-OZ. CAN

REVCO DARING DISCOUNT PRICE

3 For 55¢

or 19¢ each
Undiluted premium anti-freeze. Prevents gas-line, tank and carburetor icing. Starts faster.

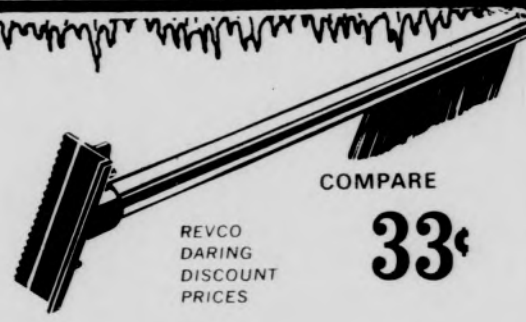


ICE SCRAPER and SQUEEGEE

COMPARE **59¢**

REVCO DARING DISCOUNT PRICES

Rubber squeegee on one side, plastic scraper on other. Long hardwood handle for fast ice and snow removal.



COMBINATION SNOW BRUSH

COMPARE **33¢**

REVCO DARING DISCOUNT PRICES

A 2-in-1 winter aid! Combines snow brush with rugged 2-sided plastic ice scraper. Round hardwood handle.

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 buying 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 large film 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.

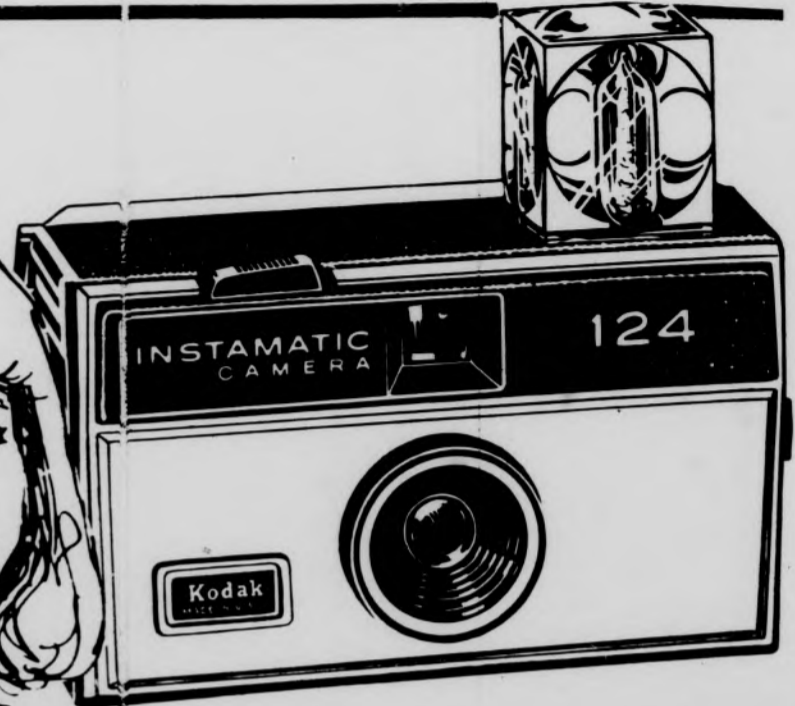
Camera... in Color Outfit

Compare at much, much more!

Easy to load! Easy to flash! Easy to carry!

REVCO EVERYDAY DISCOUNT PRICE

\$13⁷⁷



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

"124" camera plus KODACOLOR-X Film for 12 color snaps, flashcube, batteries, wrist strap, and instructions.

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

King Size Black & White Prints from rolls

REVCO EVERYDAY DISCOUNT PRICE

8¢

DEVELOPING per roll **21¢**

Large Square Prints from Kodacolor Film

REVCO EVERYDAY DISCOUNT PRICE

18¢

DEVELOPING per roll **74¢**

Ektachrome and Kodachrome Mounted Slides

35-mm., 20-exposures **\$1²⁵**

35-mm., 36-exposures **\$2²⁵**

No. 126; 28-exposures **\$1²⁵**

Color Movie Film Processing

8-mm., magazine **\$1⁰⁰**

8 mm., per roll **\$1²⁵**

Super 8 mm., 50-ft. Cartridge **\$1²⁵**

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

Kodak VP-620 or VP-127 Black & White **41¢**

Kodak VP-126 12 Exposures Black & White **49¢**

Kodacolor CX 620 or 127 **89¢**

Kodacolor CX 126 12 Exposures **99¢**

Kodacolor CX 126 20 Exposures **\$1⁴⁷**

Kodachrome KA 459 Indoor & Outdoor, 8MM, 25 Feet **\$1⁹⁹**

Kodachrome KA 464 Super 8MM Cart., 50 Ft. **\$2⁴⁹**

Kodachrome KX 126 K 135 20 Exposures **\$1⁵⁵**

Polaroid 107 Black & White Film-pack 47 B&W **\$2¹⁹**

Polaroid 108 Color Film-pack **\$4¹⁹**

Polaroid Swinger 20 **\$1⁶⁵**

EVEREADY BATTERIES For Cameras, Radios and Toys.



216 BP 9-V. Transistor Compare **2 for 69¢**

915 BP AA Cell Compare **2 for 27¢**

935 C Cell & 950 D Cell Compare **2 for 31¢**

1015 BP (Transistor) Compare **4 for 61¢**

COMPARE: G. E. Flash Cubes

Pack of 3 Compare **\$1³⁹**

AG-1 Clear or Blue Sleeve of 12 Compare **\$1⁰⁹**

M2 Blue Sleeve of 12 **\$1²⁹**

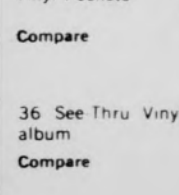
M5 Blue & M3 Sleeve of 12's **\$1³⁹**



COMPARE: Loose-Leaf Photo Album

72 See Thru Vinyl Pockets Compare **\$2⁸⁹**

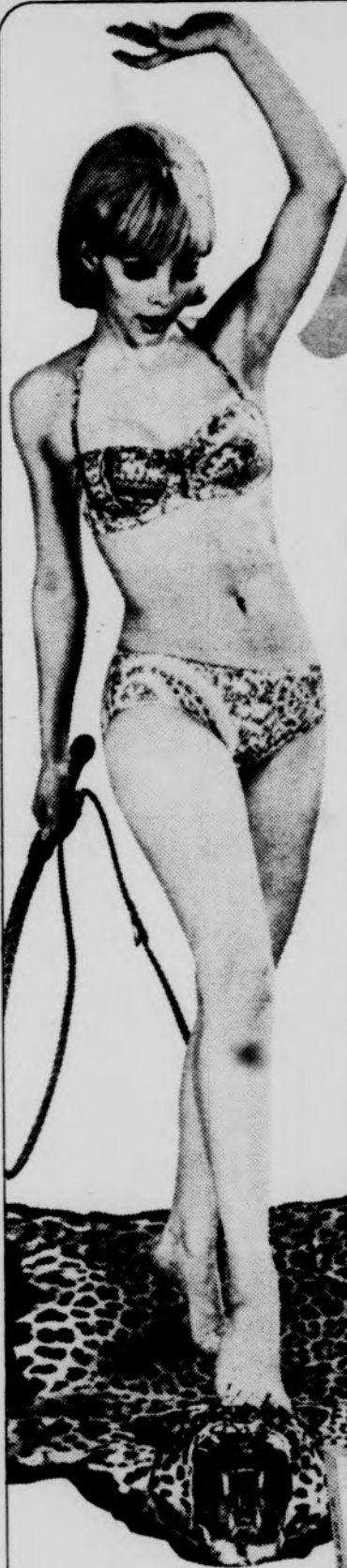
36 See Thru Vinyl Pocket Refills for above album Compare **68¢**



COMPARE: Camera & Equipment Case

Compartments for camera, film, batteries, flash cubes, etc. Made of tough vulcanized vinyl. Compare **\$1⁷⁹**





The Appetite Tamers

Help you lose pounds/reduce inches

G-r-r-ow slim with the help of our Slim Twins . . . Figure-Aid Capsules and Slim-Mint Gum . . . the modern aids to tame a savage appetite and help you lose pounds and inches of excess weight.

Figure-Aid Diet Plan Capsules . . . one before each meal helps control your appetite and contains essential vitamins. Then, between meals, when your appetite seems to roar, tame it with delicious Slim-Mint Gum. Thousands of svelte, attractive gals keep their shape slim 'n trim with these exciting, easy-to-take appetite tamers.

For fastest weight loss, watch your diet and use both Figure-Aid Capsules and Slim-Mint Gum . . . you'll soon enjoy your slimmer, trimmer, more attractive figure. Get them both today at Revco's slim prices.



42 Capsules Compare

REVCO DARING DISCOUNT PRICE
\$2.29



36 Tablets Compare

REVCO DARING DISCOUNT PRICE
\$1.49

TIRED?...WORN OUT?...due to overwork or lack of sleep

QUICK... GET

QUICK PEP

TABLETS



Wherever you are, whatever you're doing, whenever that occasional dull, draggy feeling gets you down, fight it off with two fast-acting Quick-Pep Tablets.

In minutes, the scientific combination of ingredients go to work to help you perk up fast . . . anywhere . . . anytime. Quick-Pep is safe, non-habit forming.

Get Quick-Pep Tablets today at Revco's low, low prices.



32 Tablets Compare

REVCO DARING DISCOUNT PRICE
\$1.49

SAVE YOUR SKIN (& money besides) with Revco Beauty Buys!

20¢ REVCO DARING EXTRA DISCOUNT COUPON 20¢

THIS COUPON IS GOOD FOR

20¢ OFF

THE EVERYDAY DISCOUNT PRICE ON REVCO QUALITY COLD CREAM



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

20¢ OFFER EXPIRES DEC. 31, 1968 20¢



REVCO Quality Cold Cream

Homogenized formula for deep down cleansing. 15 1/2 Oz. Jar.

Compare
Revco Everyday Discount Price **89¢**
With Revco Coupon You Save **20¢**

YOU PAY ONLY **69¢**

20¢ REVCO DARING EXTRA DISCOUNT COUPON 20¢

THIS COUPON IS GOOD FOR

20¢ OFF

THE EVERYDAY DISCOUNT PRICE ON REVCO BUBBLING BATH OIL



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

20¢ OFFER EXPIRES DEC. 31, 1968 20¢

REVCO Bubbling Bath Oil

Contains coconut oil to keep even the driest skin satin 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 Frapee

Compare
REVCO DARING DISCOUNT PRICE **88¢**

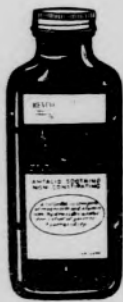


Leaves the skin gloriously clean, velvety smooth and delicately scented. Will not dry the skin. The graceful 22-oz. gift decanter enhances Bath or Vanity!



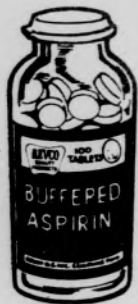
REVCO
Milk of Magnesia
Liquid
U.S.P. 16-Fl. Oz.

REVCO DARING DISCOUNT PRICE **43¢**



REVCO
Formula M-X
Liquid
16-Fl. Oz.

REVCO DARING DISCOUNT PRICE **79¢**



REVCO
5-Grain
Buffered Aspirin
Bottle of 100

REVCO DARING DISCOUNT PRICE **44¢**



REVCO
U.S.P. Adult
Suppositories
Bottle of 25

REVCO DARING DISCOUNT PRICE **36¢**



REVCO
Pain-Killer
A.P.C. Tablets
Bottle of 100

REVCO DARING DISCOUNT PRICE **44¢**



REVCO
91%
Isopropyl Alcohol
Pint Bottle

REVCO DARING DISCOUNT PRICE **44¢**

Only products of
the highest quality
bear this label...



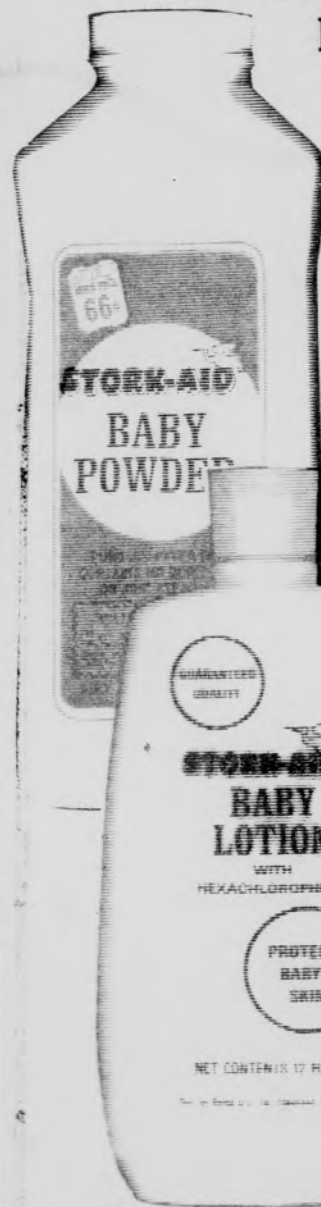
We are so confident
of the quality of
Revco products
that we furnish you
with this written
guarantee

**UNCONDITIONALLY
GUARANTEED**

If you are not completely satisfied
with your REVCO QUALITY PROD-
UCT, regardless of the reason, your
entire purchase price will be cheer-
fully refunded.

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

Compare Quality...
Compare Price... See how
much you Save with REVCO'S
STORK-AID
BABY PRODUCTS



STORK-AID
BABY
POWDER
14-Oz. Size

REVCO DARING DISCOUNT PRICE **66¢**

Compare, ounce for
ounce, with Johnson &
Johnson 14-oz. Baby
Powder

STORK-AID
BABY
LOTION
12-Oz. Size

REVCO DARING DISCOUNT PRICE **84¢**

Compare, ounce for
ounce, with Johnson &
Johnson small 9-oz.
Baby Lotion

- Revco Aspirin for Children—Bottle of 36, Orange flavor. 1 1/4 grain. Compare **19¢**
- Revco Pure Baby Oil—12 oz. size. Soothing emolient oil preparation. Compare **69¢**
- Revco Formula 88m Vitamin Drops. 50cc bottle with dropper. Compare **\$1.38**

COMPARE STORK-AID WITH NATIONAL BRANDS.
SEE HOW MUCH YOU SAVE.

SAVE AN EXTRA 15¢ WITH THIS COUPON

15¢ **REVCO DARING EXTRA DISCOUNT COUPON** 15¢

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.

15¢ **OFFER EXPIRES DEC. 31, 1968** 15¢



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.

Compare with Famous Brands at our price of 73¢

Revco Daring Discount Price **53¢**

With Revco Coupon You Save **15¢**

YOU PAY ONLY **38¢**

SAVE AN EXTRA 15¢ WITH THIS COUPON

15¢ **REVCO DARING EXTRA DISCOUNT COUPON** 15¢

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.

15¢ **OFFER EXPIRES DEC. 31, 1968** 15¢



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.

(FOR OFFICE USE)

PLEASE PRINT CLEARLY

BABY'S NAME BOY
(First Name) (Middle Name) (Last Name) GIRL

STREET ADDRESS

CITY STATE ZIP CODE

DATE OF BIRTH BIRTH CERTIFICATE #

I attest that all of the above information is true.

PARENT'S SIGNATURE
 MOTHER or FATHER

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 fabled Revco Quality Products label . . . and they shall cost thee but a paltry 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 **MORAL** 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!

REVCO
DISCOUNT
CENTERS

211 E. Grand River
EAST LANSING, MICHIGAN

OPEN 9 AM TO 6:00 PM DAILY—9 AM TO 9 PM WEDNESDAY—
CLOSED SUNDAY