

REX STORES CORP  
Form SC 13G  
February 21, 2007

CUSIP NO. 761624105 13G

- 1 Name of Reporting Person / IRS Identification Number:  
Advisory Research, Inc. / 36-2831881
- 
- 2 Check the Appropriate Box if a Member of a Group (a) [ ]  
(See Instructions) (b) [X]
- 
- 3 SEC Use Only
- 
- 4 Citizenship or Place of Organization  
Delaware
- 
- |              |          |                          |
|--------------|----------|--------------------------|
| Number of    | 5        | Sole Voting Power        |
| Shares       | 628100   |                          |
| Beneficially | 6        | Shared Voting Power      |
| Owned By     | 0 Shares |                          |
| Each         | 7        | Sole Dispositive Power   |
| Reporting    | 628100   |                          |
| Person       | 8        | Shared Dispositive Power |
| With         | 0 Shares |                          |
- 
- 9 Aggregate Amount Beneficially Owned by Each Reporting Person  
628100
- 
- 10 Check if the Aggregate Amount in Row (9) Excludes Certain  
Shares [ ] (See Instructions)
- 
- 11 Percent of Class Represented by Amount in Row (9)  
6.072
- 
- 12 Type of Reporting Person  
IA
- 

Item 1 (a) Name of Issuer: REX STORE CORP  
Item 1 (b) Name of Issuer's Principal Executive Offices:  
2875 Needmore Road  
Dayton, OH 45414

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- Item 2 (a) Person Filing - Advisory Research, Inc.
- Item 2 (b) Address - 180 North Stetson St., Suite 5500  
Chicago, IL 60601
- Item 2 (c) Citizenship - Advisory Research, Inc. is a  
Delaware Corporation
- Item 2 (d) Title of Class of Securities - Common
- Item 2 (e) CUSIP Number - 761624105
- Item 3 If this statement is filed pursuant to Rules  
13d-1(b) or 13d-2(b), check whether the person  
filing is a:
- (a)  Broker or Dealer registered under Section  
15 of the Act
- (b)  Bank as defined in Section 3(a)(6) of the  
Act
- (c)  Insurance Company as defined in Section  
3(a)(19) of the Act
- (d)  Investment Company registered under  
Section 8 of the Investment Company Act
- (e)  Investment Advisor in accordance with  
section 240.13d-1(b)(1)(ii)(E)
- (f)  Employee Benefit Plan or Endowment Fund  
in accordance with section 240.13d-1(b)  
(1)(ii)(F)
- (g)  Parent Holding Company or Control Person  
in accordance with section 13d-1(b)  
(1)(ii)(G)
- (h)  A savings association as defined in  
section 3(b) of the Federal Deposit  
Insurance Act
- (i)  A church plan that is excluded from  
the definition of an investment company  
under section 3(c)(14) of the Investment  
Company Act of 1940
- Item 4 Ownership
- (a) Amount Beneficially Owned:  
Advisory Research, Inc. 628100 Shares
- (b) Percent of Class 6.072
- (c) Number of shares as to which reporting person has:
- |       |                          |        |        |
|-------|--------------------------|--------|--------|
| (i)   | Sole Voting Power        | 628100 | Shares |
| (ii)  | Shared Voting Power      | 0      | Shares |
| (iii) | Sole Dispositive Power   | 628100 | Shares |
| (iv)  | Shared Dispositive Power | 0      | Shares |

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- Item 5      Ownership of Five Percent or Less of a Class:  
If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following [ ]
  
- Item 6      Ownership of More than Five Percent on Behalf of Another Person:    Not Applicable
  
- Item 7      Identification and Classification of the Subsidiary Which Acquired the Security being Reported on by the Parent Holding Company:    Not Applicable
  
- Item 8      Identification and Classification if Members of the Group:    Not Applicable
  
- Item 9      Notice of Dissolution of Group:    Not Applicable
  
- Item 10     Certification

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of such securities and were not acquired and are not held in connection with or as a participant in any transaction having such purposes or effect.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

02/14/2007  
-----  
Date

/s/ Brien M. O'Brien  
-----  
Signature

Brien M. O'Brien, President  
-----  
Name/Title