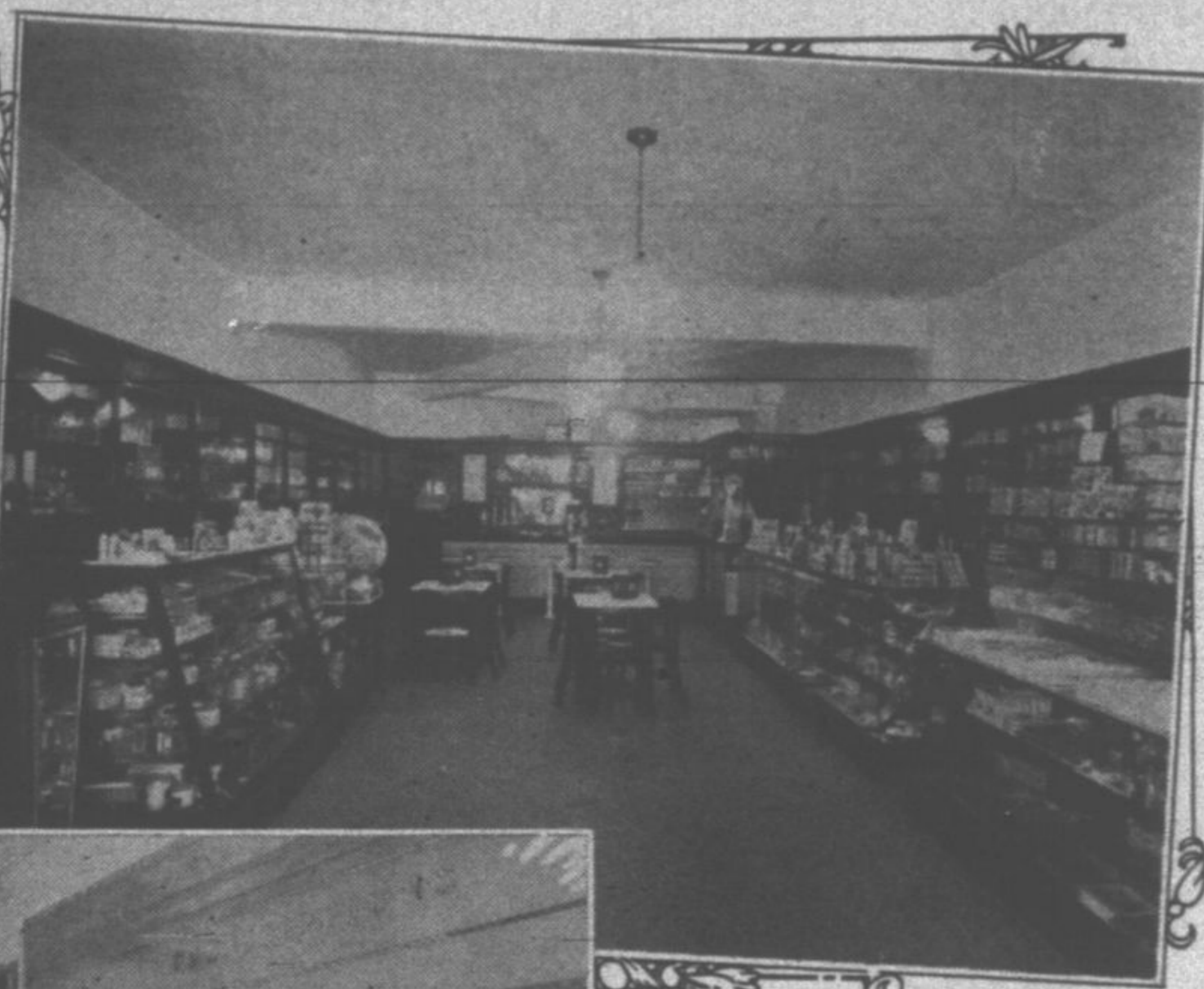


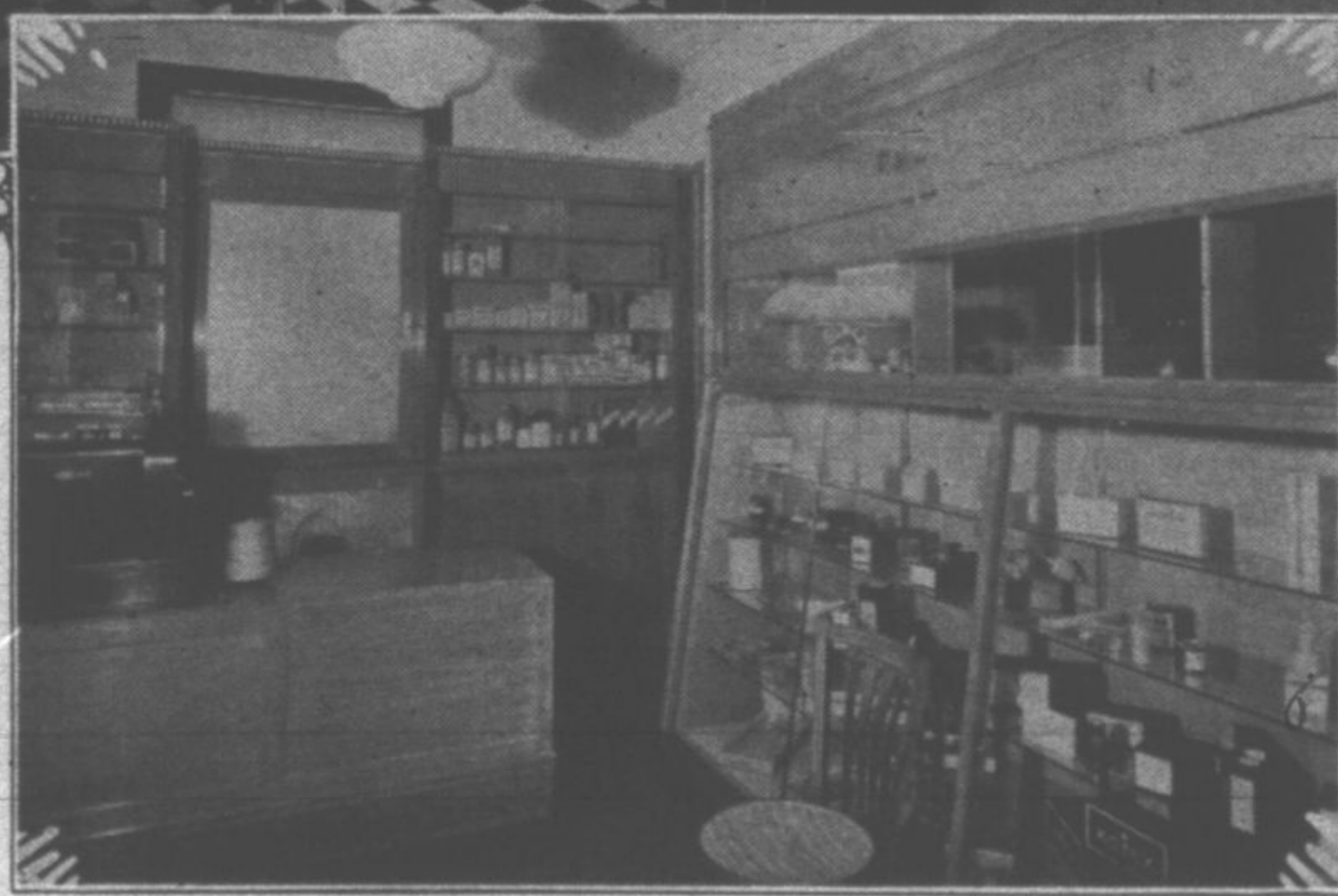
The Highland Park Press



389 Central Avenue



399 Roger Williams Ave.



Exclusive Prescription Shop
Room 301 - North Shore Trust Building

Growing With Highland Park

One of the most progressive businesses in Highland Park is that of Earl W. Gsell & Co., Pharmacists, which now occupies three locations in the city. Earl W. Gsell purchased the Geo. B. Cummings drug store in 1909, located on St. Johns avenue. He moved his drug business to the present location of the main store on Central avenue in 1917. A partnership was formed January 1, 1923 between Earl W. Gsell and Oscar L. Lundgren. The Ravinia store of the company was started in May, 1925, between Dean and St. Johns avenue and moved to the present location in May, 1929. The exclusive Prescription Shop in the North Shore Trust Co. building was opened in June of this year for the convenience of both patients and physicians. The latter is becoming more and more in demand as conditions in the drug business have changed rapidly in the last few years.