

# I·D·A·DRUG



# SERVICE

**Earl W. Gsell & Co.**

**Highland Park, Ravinia**

Friday & Saturday  
Only

April 29th &  
April 30th

## INTRODUCTORY SALE

INDEPENDENT DRUGGISTS ALLIANCE OF AMERICA

Look over these I.D.A. Values and Prices! Here is definite PROOF that NOW we MATCH POWER with ANY organization in Quality, Price and Service! Because of the tremendous buying power of our National I.D.A. Organization—we bring you our own Quality I.D.A. Products—as well as other nationally-known brands—AT PRICES THAT MEET ANY COMPETITION! Come in Today! Get your share of genuine I.D.A. Savings!

### FREE

50c I. D. A. Lavender  
**SHAVING LOTION**  
with 50c Tube of Thompson's  
**SHAVING CREAM**  
\$1.00 value

Both  
For **49c**

60c Coconut Oil  
**SHAMPOO**

with each box of Evelyn Howard  
**FACE POWDER**

\$1.25 value  
Both  
For **59c**

25c tube of Kleen-or  
**TOOTH PASTE**

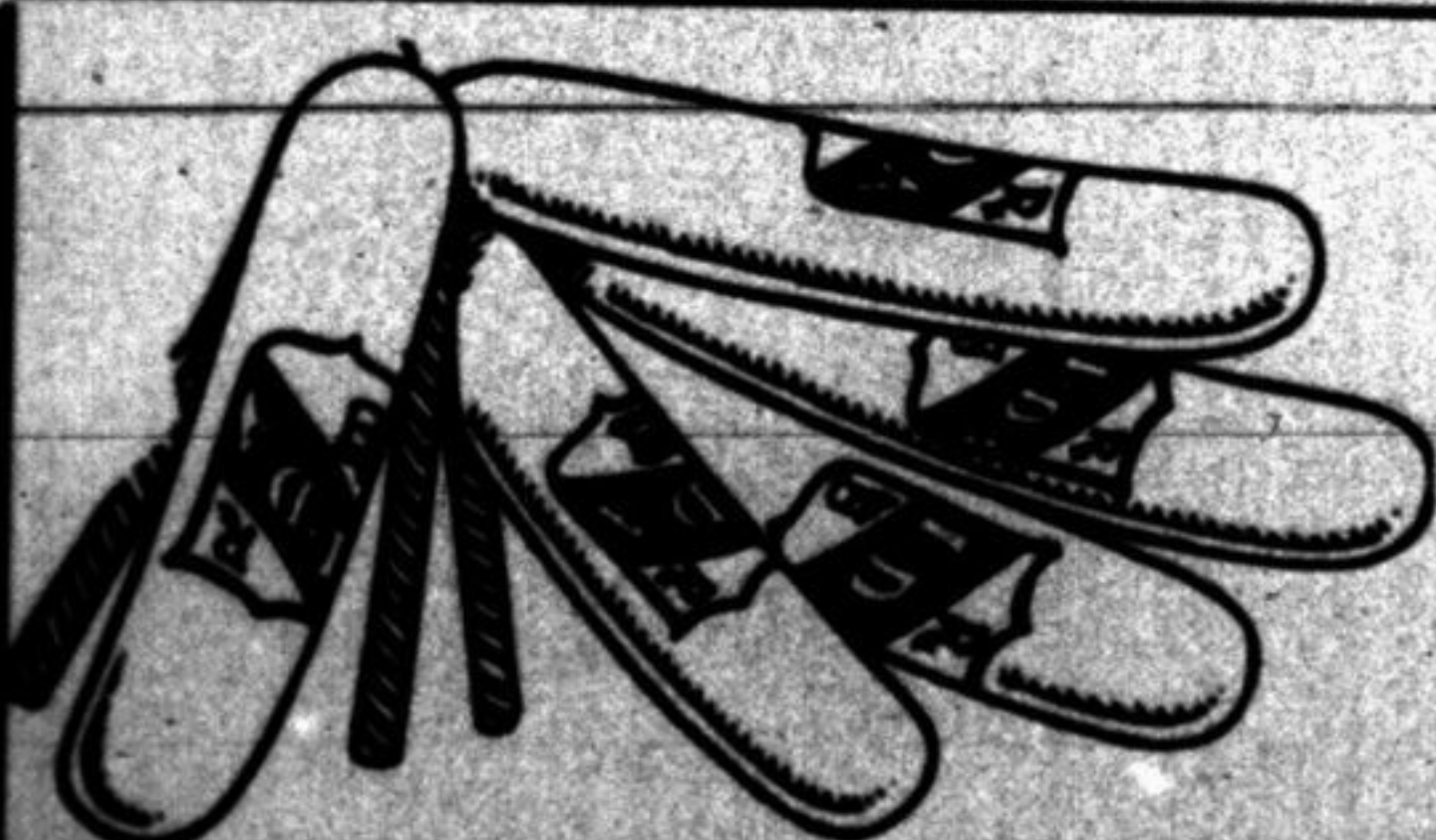
with each 85c bot. of Kleen-or Antiseptic  
**MOUTH WASH**

\$1.10 value  
Both  
For **59c**

50c I. D. A.  
**TOOTH BRUSH**

with each 50c tube of Milk of Magnesia  
**TOOTH PASTE**

\$1.00 value  
Both  
For **49c**



### FREE! BALLOONS!

For the children — when accompanied by parents. Big, colorful Balloons in unusual shapes! Make your child happy with a FREE I.D.A. Balloon! Visit our I.D.A. Drug Service Store Today!

**Sal Hepatica**

OUR I.D.A. PRICE

60c SIZE **36c**

**Listerine**

\$1.00 BOTTLE **65c**

**Kolynos TOOTH PASTE**

30c SIZE **19c**

**Ovaltine**

\$1.00 SIZE **63c**

**Mennen's BORATED TALC**

25c SIZE **14c**

#### TOILET GOODS

25c Woodbury Soap	21c
\$1.00 Evelyn Howard Face Powder	69c
35c Campana Italian Balm	29c
I.D.A. Old English Lavender Soap	15c
60c Evelyn Howard Cold Cream	43c
60c I.D.A. Almond Lotion	38c
35c Cutex	29c
60c Evelyn Howard Vanishing Cream	43c
60c Neet Depilatory	55c
65c Evelyn Howard Face Powder	38c
60c Evelyn Howard Theatrical Cream	49c
10c Camay Soap	3 bars for 25c
35c Mum	29c
65c Pond's Cream	45c
\$1.00 I.D.A. Bay Rum	Pint 59c
50c Hind's Honey & Almond Cream	36c
\$1.20 Lysol	84c
35c Scholl's Zino Pad	33c
25c I.D.A. Aspirin, 24s	20c
\$1.25 Agarol	1.00
50c I.D.A. Namel Tooth Paste	31c
\$1.00 Champion Razor Blades 10s	29c
60c Bromo Seltzer	38c
50c Mennen's Shaving Cream	29c
50c Tooth Brushes	34c
35c Palmolive Shaving Cream	23c
15c Fairy Toilet Paper, roll	8c
\$1.50 Coty Face Powder and Perfume	89c

#### HOME REMEDIES

25c I.D.A. Laxative Mints 20s	19c
25c Feenamints	21c
\$1.00 Norwegian Cod Liver Oil	Pint 69c
\$1.00 Lavioris	79c
I.D.A. Brushless Shaving Cream 50c tube	34c
I.D.A. Baby Cream, 50c jar	39c
35c Ever Ready Blades	29c
35c Gem Blades	29c
75c Dextri-Maltose	63c
75c Eau de Quinine Hair Tonic	53c
50c Ipana Tooth Paste	29c
50c Kleen-or Antiseptic Mouth Wash	29c
65c Barbasol	45c
Nestle's Candy	2 big bars for 29c
Forhan's Tooth Paste	42c
85c Jad Salts	69c
35c Odorono	29c
40c Petites Sanitary Napkins	23c
I.D.A. Aspirin	29c
\$1.00 Zonite	89c
\$1.00 Ironized Yeast	89c
\$1.00 I.D.A. Mineral Oil and Agar	49c
60c California Syrup of Figs	30c
30c Beecham's Pills	23c
35c Freezone	29c
75c Bellans	67c
65c I.D.A. Astringent Mouth Wash, Pt.	49c
\$1.25 Absorbine, Jr.	98c

## EARL W. GSELL & CO.

Highland Park  
Phone 2600

Pharmacists

Ravinia  
Phone 2300