

Our Professional Aim as Pharmacists

In our prescription department, we aim to present at its best the highly honorable and ancient profession of pharmacy.

1. We procure the very best of drugs and chemicals for compounding.
2. We have thoroughly trained and experienced pharmacists to do their important work.
3. We co-operate with your doctor by giving you exactly what he prescribes.
4. We do our work promptly but never in such haste as to endanger accuracy.

On the basis of this kind of work, we have gained the confidence of the physician and the thoughtful people of the community.

GRAND OPENING

FRI.-SAT.-APR. 12-13

Our new store, the opening of which we celebrate, is evidence of our gratitude for the patronage you have given us.

It is a pleasure to invite you to join in the celebration.

This Is
Your Store.
We
Sincerely
Hope
You Will
Enjoy
It.

OUR PRIDE IS YOUR GUARANTEE

For 26 years, we have served Highland Park in a restricted professional capacity as pharmacists, retailers of drug merchandise. We have consistently expanded our service to meet the growing needs of this community.

..Drug Specials..

McKesson's
Liquid Albolom
75c size
69c

\$1 Squibb's
Cod Liver Oil
79c

Squibb's
Dental Cream
33c

Dr. West's
Tooth Paste
two for
33c

McKesson's
Rubbing Alcohol
pint
29c

McKESSEON & ROBBINS PRODUCTS

We are proud to offer to our customers, products bearing the McKesson & Robbins name. It is a line which has been manufactured for over 100 years and which today is one of the largest selling and probably one of the best known lines of drugs, for every day use, on the market.

McKesson products are advertised nationally, they are beautifully packaged and we are happy to be able to offer to our customers this line on a straight quality basis, knowing that once you have used any McKesson product, you will be highly pleased, not only with its results, but also with the true economy which their products represent.

Some of the outstanding McKesson items are:

- Calox Tooth Powder
- Calox Antiseptic
- Liquid Albolom
- Solid Albolom
- Milk of Magnesia
- Cod Liver Oil (high potency)
- Ibath
- Shaving Cream

You also have our guarantee that every McKesson product purchased in this store, must meet with your full approval.

"When health is in the balance, there can be no compromise with quality."

GILLETTE BLADES 10 to package	49c
J. & J. TALCUM 25c value	17c
LISTERINE 75c size	59c
WRISLEY SOAP, Bath \$1.25 value 90c; Hand size, 75c value	59c
MINERAL OIL gallon	2.49
JERGEN LOTION 50c value	36c
Trejur Watch Compact, \$1, value	69c
BAYER'S ASPIRIN 75c value	54c
SULTANA COLD CREAM \$2 value	\$1.69
COLGATE SOAPS formerly 10c; 6 for	29c
GSELL'S CHOCOLATES 1 lb.	50c
Phillips Milk Magnesia, 50c val.	34c
Dextro Maltose 75c value	57c
Alka Seltzer 30c size	24c
TREJUR BATH POWDER \$1.25 box; special	98c
EATON CRANE BOX PAPER special	49c
TEK TOOTH CRUSH special	39c
McKESSEON SHAVING CREAM special	19c

COLGATE'S TOOTH PASTE special	18c
MODESS special	18c
PEPSODENT TOOTH PASTE special	30c
CALOX TOOTH POWDER 50c size	43c
Bromo Seltzer 60c size	49c
Anacin 12's	21c
Squibb's Adex Tabs	79c
ENO EFFERVESCENT SALT 60c size	43c
SQUIBB'S MINERAL OIL pint	59c
CRAZY WATER CRYSTALS special	89c
HART'S NASAL JELLY special	39c
IODEX 60c size	45c
LYSOL \$1 size	83c
KONJOLA special	99c
PLUTO SPLITS special	23c
REM 60c size	49c
MISTOL 60c size	53c
VINCE 1 oz.	31c
H. & A. CREAM 50c size	39c

McKesson's
Milk Magnesia
39c

McKesson's
Halibut Oil
98c

Coty's
Face Powder
\$1.10 value
69c

Eaton Crane's
Box Paper Special
49c

Hospital Cotton
pound roll
29c

GSELL'S NOW OFFER

in the NEW



The Finest Ice Cream
Procurable.

After considerable investigation and careful consideration we chose HYDROX ice cream, not only because of its delicious smooth taste but also with the knowledge that its ingredients are the very best. HYDROX is made from rich Wisconsin cream, refined sugar, true fruits, natural flavors, and select nut meats.

Through an entirely new patented process of freezing, the HYDROX cream has attained a new smooth texture that places it in a distinct class as a fine ice cream. We are indeed glad to offer this outstanding product which is now on sale in both stores in bulk, brick and holiday packages and is used exclusively at our fountains.

FREE! 100 Cameras to be given away. Each customer making a purchase during opening days, Friday and Saturday, April 12-13, will be given a chance to register for the Prize Drawing Saturday Night.

Easter Bunnies

Attractive and Durable.
Assortment of Colors.
59c to \$3.00

Easter Candies

WHITMAN'S CHOCOLATES
Fairhill \$1 pound - Sampler \$1.50 pound
GSELL'S CHOCOLATES, 50c pound
Large Assortment Small Eggs & Baskets

Toiletries

WE FEATURE

Elizabeth Arden - Dorothy Gray
Rubenstein - DuBarry - Vita Ray

Children's Day Sat.

FREE - BALLOONS - CANDY
Our Regular 15-cent Chocolate
Soda with Delicious Hydrox
Ice Cream **5c**

FREE — Flowers - Candy - Cigars - Tobaccos - Cigarettes — FREE

EARL W. GSELL & CO.

Ravinia Phone 2300 - 399 Roger Williams Avenue

Highland Park - Phone 2600 - Central and St. John's Avenue