

These Prince Edward Island Druggists ask you to Consider --

Can you place a



on GOOD HEALTH



What price, your child's health?

When illness strikes your youngster how much would it be worth in dollars and cents to be free of the anxiety and fear in knowing he would not have to submit to the surgeon's knife? What value can you place on being spared a stay in the hospital under an oxygen tent? What annual insurance premium would you be willing to agree to if you knew that you could live twenty years longer than your grandfather or his father? Can we place a price tag on the physical and mental relief from suffering related to illness our generation has discovered?



Period of Miracle Drugs

You and I are living in a period often extended as an "age of miracle drugs". More positively it is really the golden age when man has provided more relief and freedom from suffering or bodily ills than ever before in his history. The nurse's medication which comes from a vial or the capsules which are taken out of the bottle in the medicine chest, insignificant as the medicine may be in appearance, have contributed in making profound changes in the way of life and in the composition of today's society. A whole host of medical social problems face us and succeeding generations. Yet, who is not willing to pay that price? Is a few dollars from our own purse of real importance in these remarkable times, especially if we get value received personally?

Can We Measure the Cost?

Picture yourself in an oxygen tent in the hospital. You have lobar pneumonia and you need nurses in constant attendance. Your doctor must stay on your case for three weeks, visiting you several times a day. If you recover, you must spend a week or more at home after leaving the hospital to "get your strength back." Your siege with pneumonia will cost around \$400 for hospital and doctor bills. To this cost add your four weeks salary that you could not earn. This is what your case of pneumonia would cost you in 1931.

Yet in our time we have seen this remarkable change; You now stay at home for 4-5 days if you have the same uncomplicated pneumonia. The doctor visits you only two or three times and your total bill is around \$60 including "expensive drugs". Within the memory of readers, the chances of recovery from pneumonia used to be only three to one. Now it is better than twenty to one—six times better—that recovery will be made.

Complications were the expense

From these random examples of drugs in our age, many others could indicate their true worth in at least one obvious direction. The cost of a drug is no measure of the cost of an illness. In the past the affliction was impressive because it led to not only costly but dire complications stemming from the original affliction. Many complications simply could not be prevented or controlled except by radical means. Many new drugs have eliminated this element as a logical sequence from an illness. This is now too frequently overlooked. Emphasis is quite frequently placed on the cost of a drug rather than on the cost of an illness that may likely have resulted if the drug was not available. Would you be willing to save by paying the smaller price for a mysterious mixture prepared at the apothecaries' bench or aspirin-like drugs to reduce fever and trust to luck on possible complications?

**Good health can not be "priced"
-- it is too precious**

These Prince Edward Island Drug Stores Are Highly Qualified to Fill Your Doctor's Prescription Efficiently, Economically

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ROY SMALLMAN
132 Richmond St.
Phone 4386

HUGHES DRUG CO., LTD.



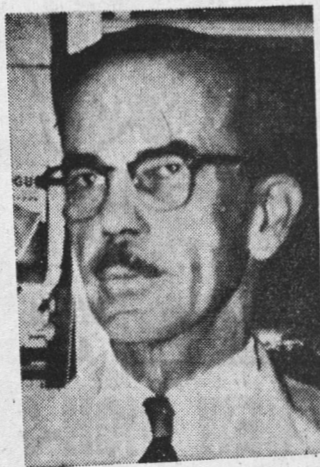
STUART PIERCE
150 Queen St.
Phone 5545

ENMAN DRUG CO., LTD.



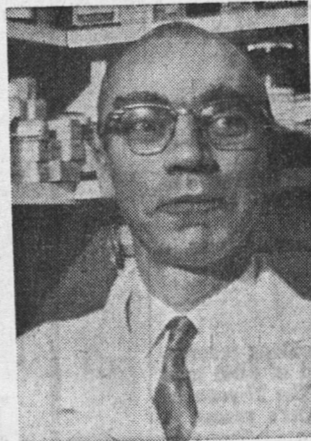
HENRY W. WEDGE
Summerside
Water St. W. Dial 2636
Water St. E. Dial 2626

JAMIESON'S DRUG STORE



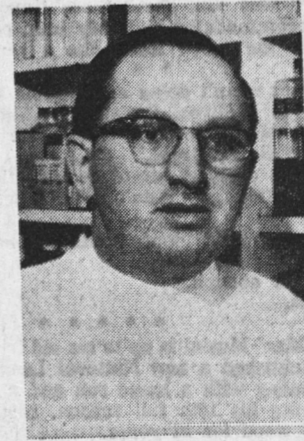
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Montague
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JENKINS PHARMACY



RALPH JENKINS
159 Great George St.
Phone 4219

CANTWELL'S PHARMACY



KLARK CANTWELL
175 Grafton St.
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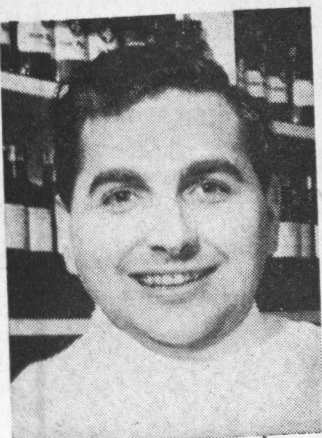
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Phone 2344

GIGGEY'S PHARMACY



BOB GIGGEY
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163 Kent St.
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WORTH DRUGS



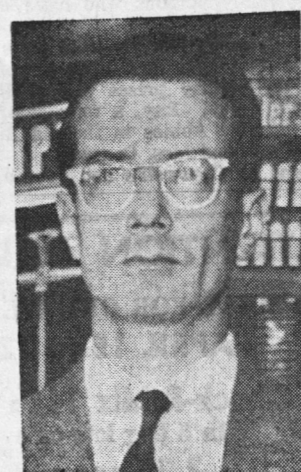
J. ERNEST H. WORTH
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Phone 3424

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LEIGH A. SEMPLE
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MABON DRUG CO.



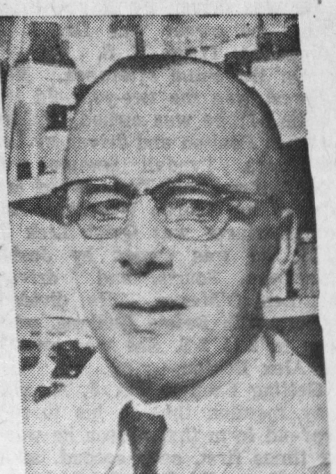
CYRIL JOHNSTON
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STEAD'S PHARMACY



SYDNEY STEAD
128 Kent St.
Charlottetown
Phone 4131

JOHNSON & JOHNSON



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