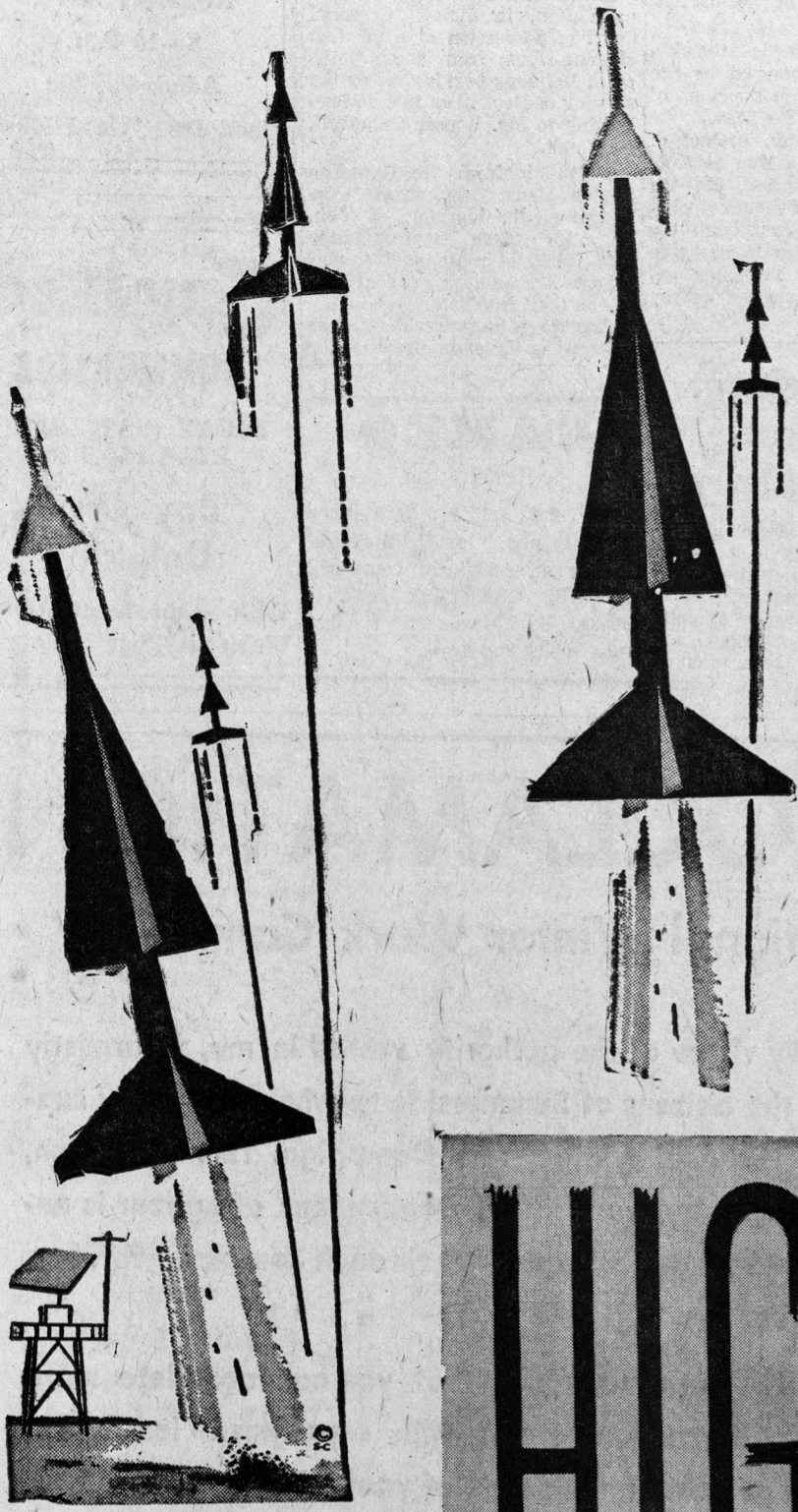


These Prince Edward Island Druggists ask you to --

COMPARE- total MEDICAL COST of 20 years ago ...

with that of today's
**MIRACULOUS HEALING
MEDICINE &
MEDICAL CARE ...**



HOW HIGH

IS UP?



IN 1931, antibiotics were unknown. Earlier therapy wasn't as effective with colds. Today, with the use of hypertensive drugs such as Reserpid Methium and others, the former "rocking chair" invalid is able to lead a normal life. Now, colds rarely keep a person from work if treated at the onset.

Another example could be the Arthritic Patient who is able to go about his work today with little discomfort due to the relief he gets from such drugs as Corisone, Aeth and Hydrocortisone.

These are just a few of the cases that we could tell you about where time and money is saved today in a great way because of the terrific advances of medicine. In many cases, there was no relief for many diseases 20 years ago. Other diseases that you may consider are Diphtheria, Meningitis, Mastoid, Septicemia or Blood-Poisoning, and appendicitis. 20 years ago, the Appendectomy was considered a serious operation due to peritonitis which often set in and caused death. Now, Sulfa Drugs, penicillin and the wonder drugs have made peritonitis a rarity.

THERE'S MORE to the cost of an illness than just the cost of the prescription at the drug store, or the cost of the doctor's fee, or the Hospital Statement. Many other things must be considered, including the length of the illness, the number of days in the hospital, the amount of time lost from work, the degree of recovery, and the permanent effects that the illness may have or leave with the patient.

It is common knowledge that Medical Science has advanced tremendously in the past decade. Long periods of illness are not as prevalent today as was formerly. For example: The total cost of Pneumonia in 1941 was usually over \$400.00 when all medical costs were considered. Today, a person with Lobar Pneumonia may find that his prescription for "Wonder Drug" aeromycin, Penicillin, Chyormycetin or Terramycin cost only \$17.00. The total cost of the pneumonia illness including the doctor's fee could be as much as \$50.00. But consider not only the saving of \$350.00; think also of the amount of anxiety of loved ones, the lost time, and the permanent damage often suffered by the patient. WE ARE LUCKY TODAY, AREN'T WE?"

HOW HIGH then is the cost of Medicine? Considering these cases where time and money are saved plus the additional fact that many drugs are among the few items which have been reduced in price in the last 10 years, won't you agree that your prescription, your medical costs, are THE BIGGEST BARGAIN IN YOUR HOME TODAY?

Ninety percent of the prescriptions being filled today could not have been dispensed ten years ago, because the drugs prescribed were, at that time, unknown or unproved.

YOUR PRESCRIPTION DOLLAR IS WORTH MORE TODAY! IT BUYS MORE DRUGS that CURE rather than just relieve.

When you have a prescription to be filled, we, the Pharmacists listed in this advertisement, shall be glad to discuss its cost. We invite frank discussion because our prescription prices are based upon a formula which is fair to all.

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

**REDDIN
BROS.**



LEO DOUCETTE
132 Richmond St.
Phone 4386

**HUGHES DRUG
CO., LTD.**



ROSA BELL
150 Queen St.
Phone 5545

**ENMAN DRUG
CO., LTD.**



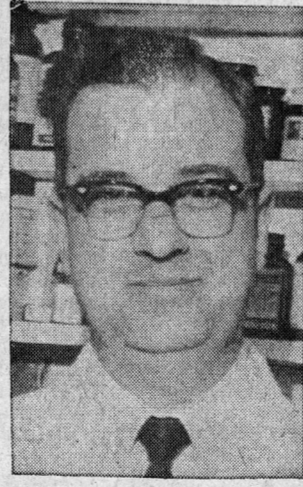
HENRY W. WEDGE
Summerside
Water St. W. Dial 2636
Water St. E. Dial 2626

**JAMIESON'S
DRUG STORE**



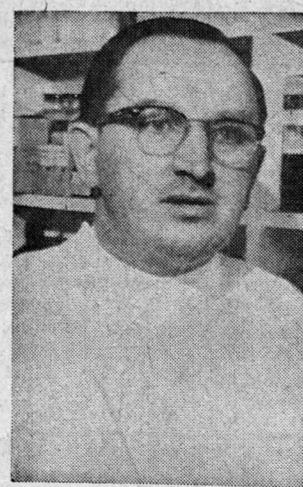
HARRY T. JAMIESON
Montague
Phone 43

**JENKINS
PHARMACY**



C. F. SOMERS
159 Great George St.
Phone 4219

**CANTWELL'S
PHARMACY**



KLARK CANTWELL
175 Grafton St.
Phone 5132

**FOLEY'S
DRUG STORE**



E. P. FOLEY
Summerside
Water St. Phone 3237

**LARTER'S
DRUG STORE**



HENRY H. LARTER
Souris
Phone 49

**MEDICAL
PHARMACY**



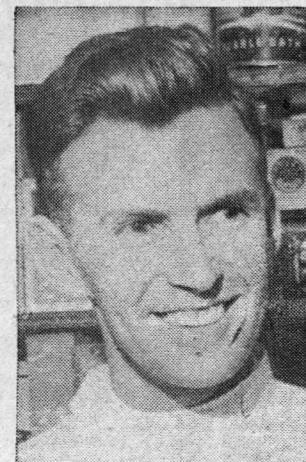
J. A. McLELLAN
86 Pownal St.
Phone 6623

**BOATES
PHARMACY**



ROY BOATES
Summerside
279 Water St.
Phone 2344

**GIGGEY'S
PHARMACY**



D. F. MacKENZIE
Charlottetown
163 Kent St.
Phone 3170

**WORTH
DRUGS**



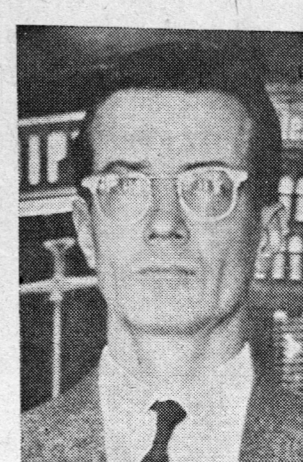
J. ERNEST H. WORTH
Charlottetown
142 Prince St.
Phone 3424

**SEMPLE'S
PHARMACY LTD.**



LEIGH A. SEMPLE
Charlottetown
178 Queen St.
Phone 4171

**MABON
DRUG CO.**



CYRIL JOHNSTON
Montague
Phone 89-2

**STEAD'S
PHARMACY**



SYDNEY STEAD
128 Kent St.
Charlottetown
Phone 4131

**JOHNSON &
JOHNSON**



LEIGH BRYENTON
Charlottetown
185 Kent St.
Phone 4133