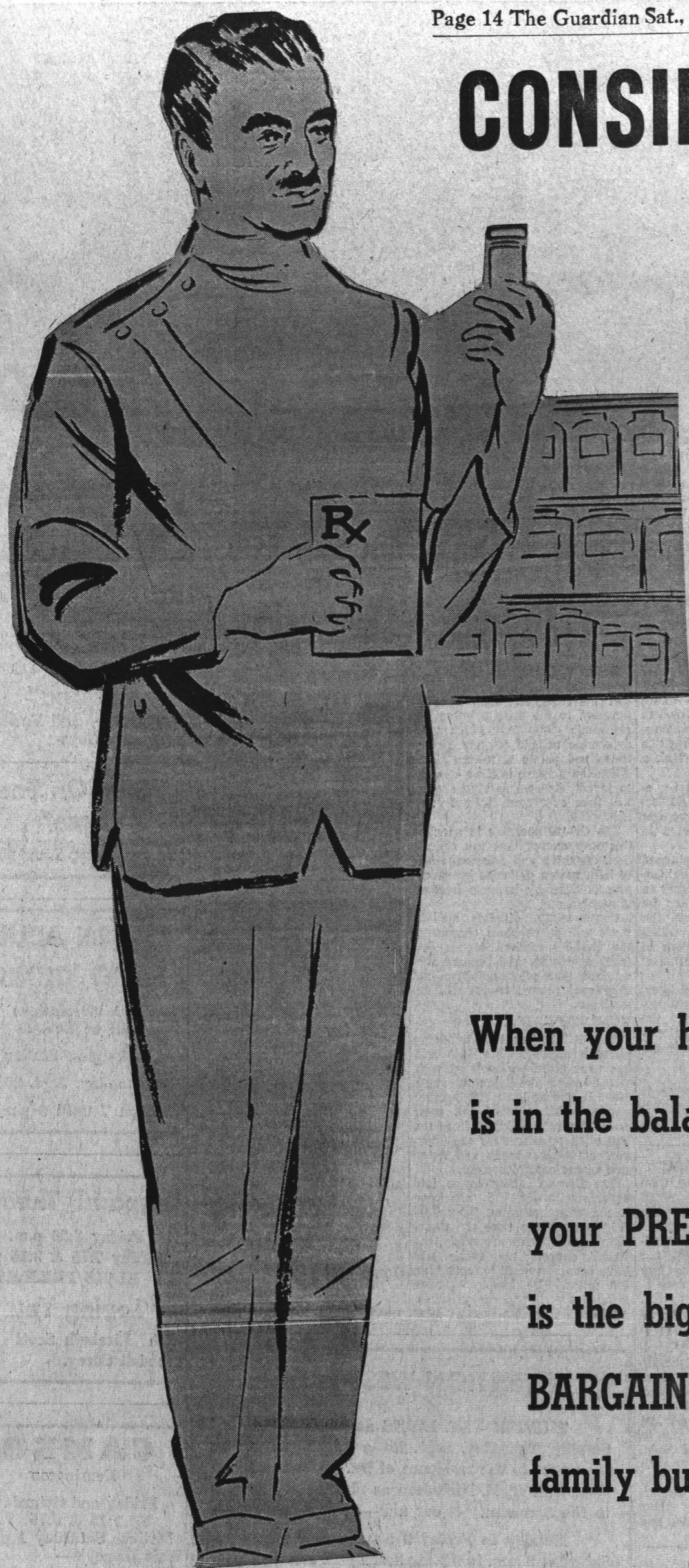


CONSIDER THE CONTRIBUTIONS OF... PHARMACY



When your health
is in the balance ---

your **PRESCRIPTION**
is the biggest
BARGAIN in your
family budget

1. Longer, happier life

In 1900 the average life expectancy was about 42. In a little over 50 years, this life expectancy has increased to 67. Yes, 25 years of normal, productive life have been added to the life span of the average Canadian. The doctor and the pharmacist and their colleagues in allied professions have made great contributions to longer and healthier lives for us. The combined efforts of these professions, through new drugs, new surgical techniques, new diagnostic tests, have lengthened everyone's life expectancy. The pharmaceutical profession has given medicine the tools to work with so far as drugs are concerned.

2. Your Prescription -- your best bargain

People take the high cost of living in stride; price increases are at least expected, if not taken for granted. Since 1940, prices of most commodities have more than doubled. However, in terms of purchasing power, the cost of medical care has decreased about 15% in the same period. Mrs. Smith will pay \$3.50 for a box of candy without batting an eye. But what happens when it comes to paying an equivalent amount for a prescription? She complains and says the price is too high. But the price is really not the reason for complaining. Here's why: that box of candy was something that she wanted and was willing to pay for. Prescriptions, like operations and taxes are things that nobody wants . . . they are things they must have. However, the benefits from the things we must have are great . . . in the past 10 to 15 years many serious diseases have become non-existent through modern medicine and pharmacy.

3. Some dreaded diseases are about non-existent

The early part of the Twentieth Century has been phenomenal in the eradication of disease and such scourges as diphtheria, smallpox and typhoid fever have practically disappeared. Infant mortality has been reduced to a minimum and the contagious diseases have been brought under control. The terrific impact that these diseases had on the adolescent and on children has practically disappeared due to the present form of therapeutics. Diabetes mellitus which took many a life can now be most adequately controlled by insulin and pernicious anemia, at the present time, can be controlled by injections of liver or the intrinsic factor as represented by Vitamina B12. In 1900 medical textbooks relied on tonics, antipyretics and a great many medicinals which were uncertain and of questionable therapeutic value. Today, due to the team work of the medical and pharmaceutical professions, many of the most dreaded of human maladies have been eliminated; today you get well quickly — and live.

4. The low cost of prescribed medicine

In 1931 antibiotics were unknown. Earlier therapy was ineffective with colds. 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 modern medicine. These are but a few of many cases where time and money are saved today because of the terrific advances in medicine. Another outstanding example of the really low cost of prescribed medicine is the prescription used in combating pneumonia. In 1931 the cost of the disease was usually over \$400 when all medical costs were considered. Today, with a prescription for a "wonder" drug like aureomycin, penicillin, chloromycetin or terramycin, costing about \$17, the total cost of pneumonia, including the doctor's fee, could be under \$50. Consider, not only the savings of money, but the loss of time and assurance of recovery.

5. High ethical & educational standards of pharmacy

The profession of pharmacy is serious business. It takes a good and thorough education and passing of an exacting examination for a person to qualify to handle a doctor's prescription. We are blessed with a good quota of pharmacists, and for this we should be thankful. We should also be thankful that such high moral standards are required of pharmacists. Our health, and sometimes our very life, depends on this moral and professional standing. He is responsible for the dosage of the medicine prescribed by the doctor. He must know and be sure that the right amounts of ingredients are compounded. To practice pharmacy in Prince Edward Island the standards and requirements are high, the certificate coveted. It certainly is serious business.

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

**REDDIN
BROS.**



LEO DOUCETTE
132 Richmond St.
Phone 4386

**HUGHES DRUG
CO., LTD.**



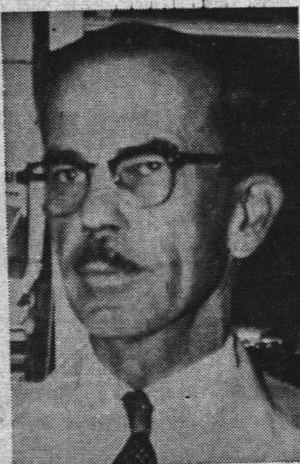
ROSA BELL
150 Queen St.
Phone 5545

**ENMAN DRUG
CO., LTD.**



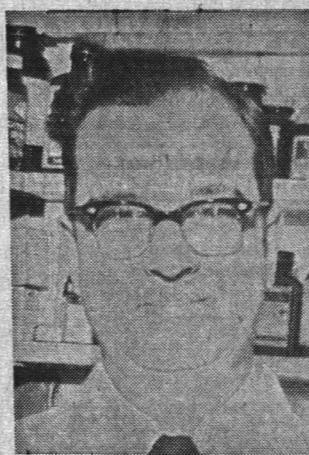
HENRY W. WEDGE
Opposite Holman's
Summerside
Dial 2626-2636

**JAMIESON'S
DRUG STORE**



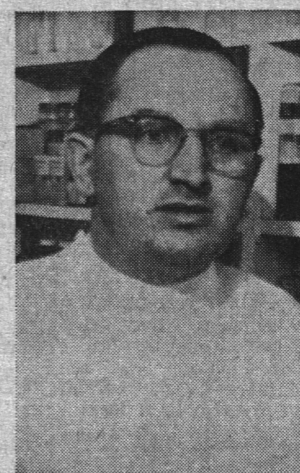
HARRY T. JAMIESON
Montague
Phone 43

**JENKINS
PHARMACY**



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

**BOATES
PHARMACY**



ROY BOATES
Summerside
279 Water St.
Phone 2344

**GIGGEY'S
PHARMACY**



D. MacKENZIE
Charlottetown
163 Kent St.
Phone 3170

**WORTH
DRUGS**



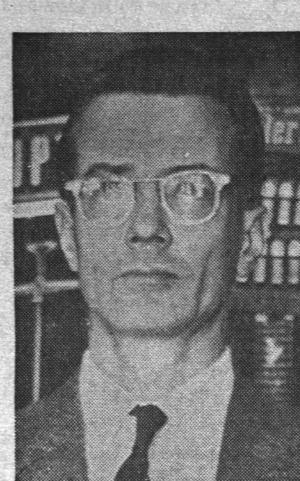
J. ERNEST H. WORTH
Charlottetown
142 Prince St.
Phone 3424

**SEMPLER'S
PHARMACY LTD.**



LEIGH A. SEMPLE
Charlottetown
178 Queen St.
Phone 4171

**MABON
DRUG CO.**



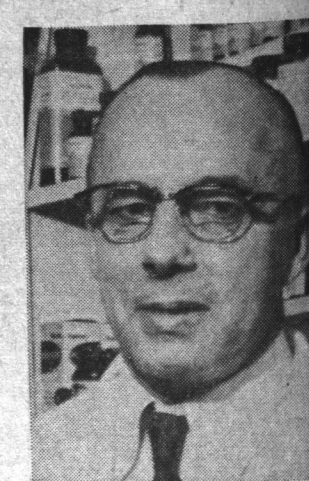
CYRIL JOHNSTON
Montague
Phone 89-2

**STEAD'S
PHARMACY**



SYDNEY STEAD
128 Kent St.
Charlottetown
Phone 4131

**JOHNSON &
JOHNSON**



LEIGH BRYENTON
Charlottetown
185 Kent St.
Phone 4133