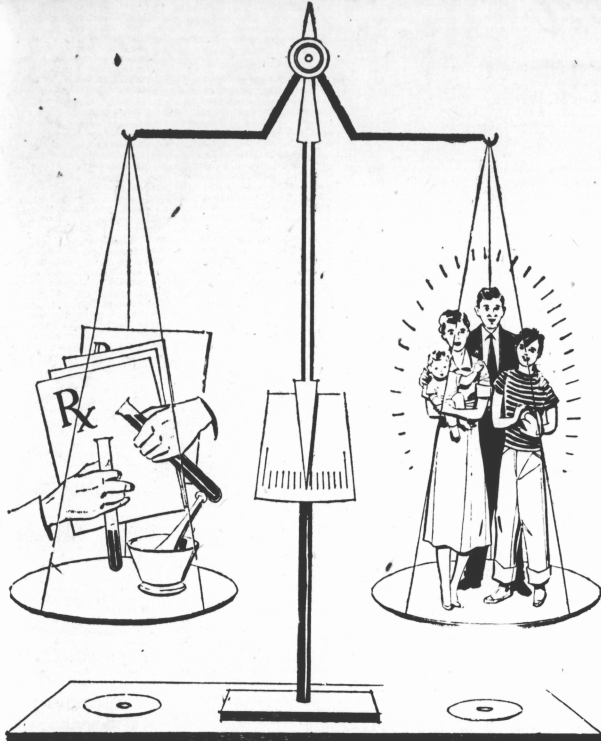


These Prince Edward Island Druggists ask you this question --



with your **HEALTH** in the balance ---
 isn't your **PRESCRIPTION** the biggest **BARGAIN** in your home today?

We think your answer will be "yes". We think so because we are sponsoring this series of messages to show you that your medicine, compounded by the drug stores listed below, is one of the biggest bargains in your family budget --- 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 for medical care has gone **DOWN** about 15% in the same period.

has **DECREASED** 88%. There are many others that could be mentioned.

NOW, how does the amount we spend for medicines compare with other items. **FOR EXAMPLE:** In 1952 the per capita consumption of drug preparations and sundries was \$10.00 per year. This was an expenditure to keep well and prolong life. To compare this expenditure with others let's consider:

- ALCOHOLIC BEVERAGES** . . Per capita spent in 1952 \$5.00
- TOBACCO PRODUCTS** . . Per capita spent in 1952 32.00
- INTEREST ON PERSONAL DEBTS** in 1952 per capita 12.50
- AUTO REPAIR, etc., 1952 per capita** . . . 11.00
- ADMISSIONS TO SPECTATOR AMUSEMENTS** in 1952 per capita . . 10.00
- CONSUMPTION OF DRUGS** 1952 per capita 10.00

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 her 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 that they **MUST HAVE**. All of us are willing to pay for things we want, but resist paying for things that we must have.

On the most of these categories we spent more than on protection for our health.

Your health is precious, protect it. When you are ill call a physician. The medicines he prescribes for you will be carefully compounded by Prince Edward Island pharmacists—and they will be a bargain in restoring your health.

However, we benefit from things that we must have. Modern medical advancement for instance: in just the last 10 to 15 years, has accomplished the following: **PNEUMONIA** has **DECREASED** 61%, **RHEUMATIC FEVER** has **DECREASED** 43%, **MENINGITIS** has **DECREASED** 70%, **TONSILITIS**












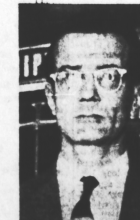
To Our Customers:

This is the first in a series of messages, sponsored by Prince Edward Island's leading pharmacists, to enlighten people of Prince Edward Island on the cost of compounded medicines. This series will endeavor to outline the place such medicines should rightfully occupy in the family budget and explain the reasons why they are one of the biggest bargains—everything considered — of family expense.

P. E. I. is one of the leading areas for compounded medicines. The best of pharmaceutical talents is available in this market. All of us are getting together on this series to explain our business to you. Through better understanding we feel you will appreciate how fortunate this area is to have such modern and efficient pharmaceutical facilities available.

Prince Edward Island Pharmacists

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

<p>REDDIN BROS.</p>  <p>R. M. SMALLMAN 132 Richmond St. Phone 4396</p>	<p>HUGHES DRUG CO., LTD.</p>  <p>STEWART PIERCE 150 Queen St. Phone 5545</p>	<p>ENMAN DRUG CO., LTD.</p>  <p>HENRY W. WEDGE Summerside Water St. W. Dial 2636 Water St. E. Dial 2626</p>	<p>JAMIESON'S DRUG STORE</p>  <p>HARRY T. JAMIESON Montague Phone 43</p>	<p>JENKINS PHARMACY</p>  <p>RALPH JENKINS 159 Great George St. Phone 4219</p>	<p>CANTWELL'S PHARMACY</p>  <p>KLARK CANTWELL 175 Grafton St. Phone 5132</p>	<p>FOLEY'S DRUG STORE</p>  <p>E. P. FOLEY Summerside Water St. Phone 3237</p>	<p>LARTER'S DRUG STORE</p>  <p>HENRY H. LARTER Souris Phone 49</p>
<p>MEDICAL PHARMACY</p>  <p>JOHN E. McDONALD 88 Front St. Phone 6033</p>	<p>BOATES PHARMACY</p>  <p>ROY BOATES Summerside 370 Water St. Phone 3944</p>	<p>GIGGEY'S PHARMACY</p>  <p>ROBERT GIGGEY Charlottetown 163 Kent St. Phone 3170</p>	<p>WORTH DRUGS</p>  <p>J. ERNEST H. WORTH Charlottetown 143 Prince St. Phone 3454</p>	<p>SEMPLE'S PHARMACY LTD.</p>  <p>LEIGH A. SEMPLE Charlottetown 178 Queen St. Phone 4171</p>	<p>MABON DRUG CO.</p>  <p>CYRIL JOHNSTON Montague Phone 39-3</p>	<p>STEAD'S PHARMACY</p>  <p>SYDNEY STEAD 128 Kent St. Charlottetown Phone 4181</p>	<p>JOHNSON & JOHNSON</p>  <p>LEIGH BRYENTON Charlottetown 185 Kent St. Phone 4183</p>