

SUMMER SAVINGS

Spectacular

WHAT IS A PHARMACY?

It is first and foremost a haven of health for every member of every family.

It's a miniature department store, where not only the family's health needs but other day-to-day necessities are looked after—by people who know how.

It's a cosmetic centre—where milady's concern over her hair, her skin, her lips and eyebrows—and her overall appearance is catered to—by people who care.

A pharmacy is a book store—where pocket books and magazines and children's storybooks wait side by side—to add to the family's leisure-time reading.

It's a confectionery—where everything from candy to nuts is waiting to be bought—and bitten into.

It's a gathering place for the high school crowd and the crowd-weary afternoon shoppers—if there happens to be a soda fountain there.

It's a wonderland of wearables, especially for babies—whose first tiny nightshirts are chosen by thoughtful friends of the parents from the abundant display of baby goods always available.

A pharmacy is a good grooming centre for men—where they can get shaving cream and hair cream, razor blades and razors—and all the other things a man thinks of when his wife asks him to "Pick up some bobby pins at the drug store."

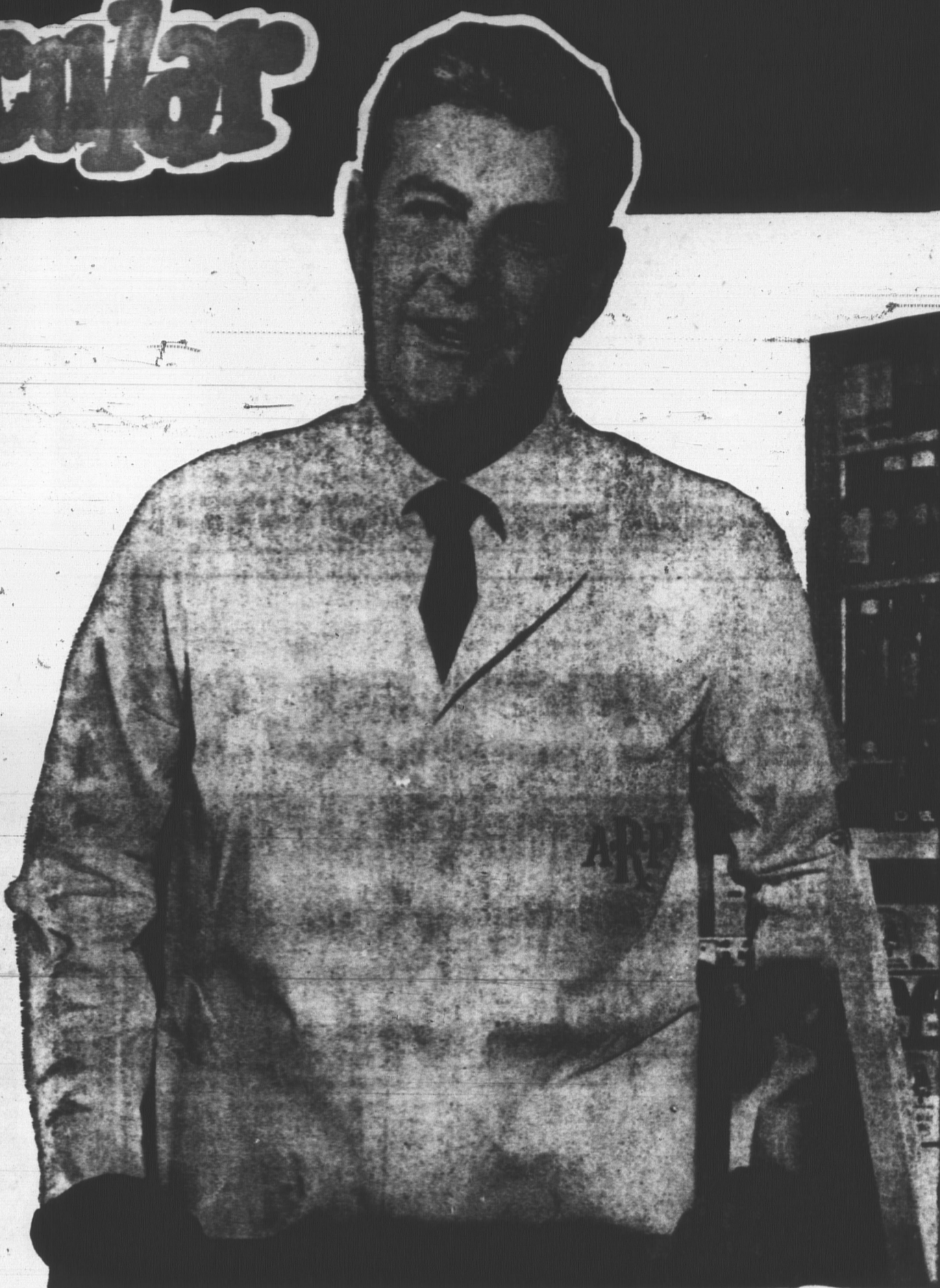
It's an outdoor living recreation centre—where movie film and golf balls and radios and suntan oil and garden gloves and bandages all wait to join you on your vacation.

BUT ABOVE ALL—

A pharmacy is a store, perhaps on a small corner or on the biggest block in town, where a professional man in a white jacket waits behind his prescription counter, always ready to offer advice and his professional skills in dispensing the medicines necessary to save lives, relieve suffering, and help to make the sick well again.

This is the real reason your pharmacy is in business—and why your pharmacist has studied 17 long years—to be able to help you and your family when his help is needed most.

ARP PHARMACIES are owned and operated by qualified, registered pharmacists, who have joined with 100 other drug stores in the Maritimes to form ARP—Associated Retail Pharmacists. Group buying enabled all ARP pharmacies to offer their customers the wonderful values shown on these pages.



KEEP THESE PAGES HANDY
SALE DATES ARE MONDAY JUNE 28
TO SATURDAY JULY 10 ONLY

Some Maritime customer who buys an advertised A.R.P. product will win, on July 19th, absolutely...



This Beautiful New

SUNBEAM MINX 1600 DELUXE SEDAN

(VALUED AT \$2,000.00)

Wonderful new positive steering will be yours in the New Minx as well as a smooth 4 speed synchromesh transmission. Loads of luggage space and a roomy, luxurious interior help to make this great car look as elegant as it rides. You can see it at your local Sunbeam dealer's—and you can win it at your local ARP Pharmacy.

Ask the clerk at any ARP Pharmacy for an entry form. They're available with the purchase of any ARP advertised product. Fill out the information required and deposit it in the entry box which you'll find in the store.

On July 19th, 8 names will be drawn on TV from among all entries received—3 from New Brunswick, 3 from Nova Scotia—and 2 from P.E.I.

The first name drawn will be the winner of—The Sunbeam Minx 1600 Sedan—and the other 7 winners will each receive a Rootes Car Radio—valued at \$100.00 each.

EVERY A.R.P. ADVERTISED PRODUCT PURCHASE WILL ENTITLE YOU TO ANOTHER ENTRY

(WINNERS NAMES WILL BE PUBLISHED IN THIS NEWSPAPER)

CHARLOTTETOWN, P.E.I. Giggy's Pharmacy MacKenzie's Pharmacy Jenkins' Pharmacy Johnson & Johnson Druggists Reddin Bros. Semple's Pharmacy Stead's Pharmacy Ltd.	PARKDALE, P.E.I. Parkdale Pharmacy SUMMERSIDE, P.E.I. Boates Pharmacy Enman Drug Co. Ltd. Waite's Pharmacy Foley's Drug	KENSINGTON, P.E.I. Champion Pharmacy O'LEARY, P.E.I. A. J. Motheron Drugs Ltd.	MONTAGUE, P.E.I. Jamieson Drug Store Mahon Drug Co. SOURIS, P.E.I. Larter's Pharmacy
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