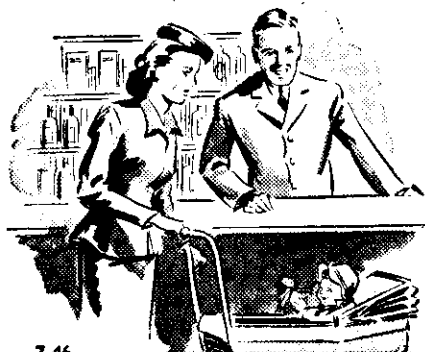


Why aren't there any *Big* Chemist's shops?

There is a good reason why your nearby Chemist's shop has never become a huge emporium. The Chemist's friendly and individual way of doing business is characteristic of a specialist providing a personal service. When you call, your Chemist or his qualified assistants are on hand themselves to advise you. Your Chemist knows that professional knowledge and wealth of experience often make all the difference to your well-being. He knows that, in purchasing medicines, first-aid needs, cosmetics or toilet goods, your satisfaction depends upon obtaining the exact article for your particular requirements.

He knows that many of the goods he sells are not bought as you would buy ordinary merchandise. They are aids to health and in all matters affecting your health there is no substitute for professional guidance.



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Buy with Confidence
from your **CHEMIST**

MEDICINES ... FIRST-AID REQUIREMENTS ... COSMETICS ... SOAPS ... TOOTHBRUSHES
AND DENTIFRICES ... TONICS ... EMULSIONS ... HEALTH SALTS ... HAIR BRUSHES
TOILET NEEDS ... BABY FOODS ... LOTIONS ... AND MANY OTHERS