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May 25th, 1940.

Rt. Hon. Arthur Meighen,
Canadian General Securities Ltd.,
320 Bay St.,
Toronto.

Dear Senator Meighen:-

Are you interested in saving from \$200.00 to \$400.00
a year?

This is how it can be done.

Even if there is no sickness in your home this year,
it will cost you approximately \$400.00. If there is, it will
cost you much more.

Directly and indirectly through hospital maintenance,
taxation, lost time and postponable death, sickness costs the
citizens of Canada approximately one billion dollars annually.
That means \$100.00 per person -- \$400.00 for the average family
of four people - each and every year. An appalling cost and a
terrible waste, because most of it is preventable.

Strangely enough, large sums of money are provided for
the building and maintenance of hospitals and institutions for
sick people. But expenditures for the prevention of sickness
are almost ignored.

For instance your Government annually spends less than
\$1.00 per person for prevention in spite of the fact that illness
costs \$100.00 per person -- money largely expended on cure. And
bear in mind that the money your Government spends whether on pre-
vention or cure comes out of your pocket in taxes.

How can this situation be corrected? In just one way.
The public interest must be aroused to the need for a proper expen-
diture on health conservation. Health education is essential to
that end. What public opinion demands - the Government will supply.

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