



WONDER DRUGS . . .

are they too costly?

HERE'S THE BEHIND - THE - PRICES STORY

Why should a tiny tube of ointment cost \$4.50, a dozen capsules \$16, a few tablets \$12? Is your druggist a pill profiteer? Or is he a modern medicine-man dispensing bargain miracles?

First, let's consider the phenomenal advances in medicine over the past 20 years. Teams of dedicated scientists in a tireless quest for new weapons against mankind's worst scourges have given the world penicillin, the "sulfas," cortisone, isoniazid and steroid hormones. They have accomplished more in two decades than in the past 20 centuries.

Of all the profit-making organizations in today's economy the pharmaceutical industry is the only one which labors incessantly to destroy itself. These men-with-a-mission spend over \$100,000,000 annually in research alone, plowing back eight to 10 per cent of their gross incomes into compounds which will make today's wonder drugs tomorrow's has-beens.

Originally it cost \$20,000,000 to find ways of producing penicillin in quantity. Dr. Alexander Fleming's famous mould first cost the consumer \$20 per 100,000 units, but now the same dosage in tablet form costs 15 cents. Cortisone, recently \$200 a gram, is down to about \$10. Yet the public, unmindful of the old adage that good things come in small packages, still believes it is being exploited.

The man in the white coat down at the corner drug store is the only person in the entire medical team to whom no mistakes are granted. One faulty prescription reading, one failure to check back with a doctor, and your life may be forfeit. For this skill he is paid about 50 cents in dispensing fees above the cost of the drug.

Cyril Wilkins, managing director of British drug houses in Canada and a past president of the Association for the Advancement of Pharmacy, which awarded him a special citation for his contributions in this field, has this to say: "I am confident the two worst killers of our time, cancer and heart disease, will soon be vanquished. Too many people, too much time, too much money are being expended for a cure to elude us long."

When that day arrives, will we still haggle over the price?

(Reprinted from the Star Weekly)

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.



STEWART PIERCE
150 Queen St.
Phone 5545

ENMAN DRUG CO., LTD.



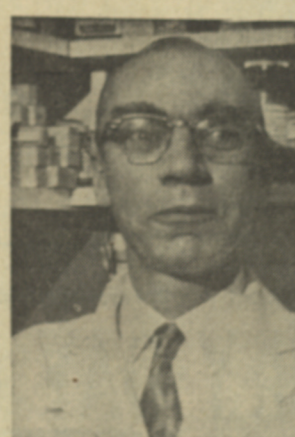
HENRY W. WEDGE
Opposite Holman's
Summerside
Dial 2626-2636

JAMIESON'S DRUG STORE



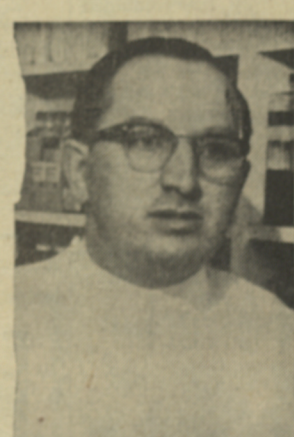
HARRY T. JAMIESON
Montague
Phone 43

JENKINS PHARMACY



RALPH JENKINS
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



BOB GIGGEY
Charlottetown
163 Kent St.
Phone 3170

WORTH DRUGS



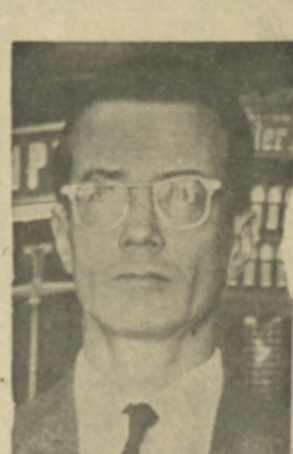
J. ERNEST H. WORTH
Charlottetown
142 Prince St.
Phone 3424

SEMPLER'S PHARMACY LTD.



LEIGH A. SEMPLE
Charlottetown
178 Queen St.
Phone 4171

MABON DRUG CO.



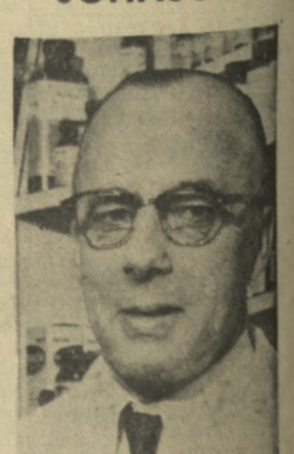
CYRIL JOHNSTON
Montague
Phone 89-2

STEAD'S PHARMACY



SYDNEY STEAD
128 Kent St.
Charlottetown
Phone 4131

JOHNSON & JOHNSON



LEIGH BRYENTON
Charlottetown
185 Kent St.
Phone 4133