

## PRESCRIPTION COSTS AND YOUR GOOD HEALTH

YOUR GOOD HEALTH IS OUR MOST BASIC CONCERN. WE FILL EACH PRESCRIPTION WITH PAINSTAKING CARE TO HELP YOUR DOCTOR INSURE YOUR RETURN TO GOOD HEALTH.

IT IS TRUE THAT YOU, OUR VALUED CUSTOMER AND FRIEND, PAY MORE FOR PRESCRIPTIONS TODAY THAN YOU DID 10 OR 20 YEARS AGO. THIS INCREASE IS VERY SMALL HOWEVER, WHEN YOU CONSIDER THAT NEW DRUG DISCOVERIES ARE COMPOUNDED INTO THE MAJORITY OF OUR PRESENT DAY PRESCRIPTIONS.

THE MODERN "WONDER DRUGS" DESIGNATED BY YOUR DOCTOR AND USED IN YOUR PRESCRIPTIONS ARE MORE EXPENSIVE—AND MANY, MANY TIMES MORE EFFECTIVE—THAN THE DRUGS AVAILABLE FOR PRESCRIPTIONS ONLY A FEW YEARS AGO. THE DRAMATIC MEDICAL ADVANCES ARE THE RESULT OF MANY YEARS OF COSTLY RESEARCH. YOU CAN EXPECT MANY MORE LIFE-GIVING ADVANCES IN DRUGS TO BE DERIVED IN THE FUTURE FROM EXTENSIVE RESEARCH PROJECTS NOW IN PROGRESS.

MOST OF OUR CUSTOMERS ARE HAPPY TO PAY A LITTLE MORE FOR PRESCRIPTIONS COMPOUNDED WITH LIFE-EXTENDING MIRACLE DRUGS THAT HAVE CONTRIBUTED TO EXTENDING LIFE EXPECTANCY BY 10 ADDITIONAL YEARS WITHIN OUR LIFETIME. THEY REALIZE THAT MODERN PRESCRIPTION INGREDIENTS ARE DESIGNED TO ASSIST YOUR DOCTOR IN ELIMINATING MANY EXPENSIVE HOSPITAL COMMITMENTS.

WE VALUE YOUR PATRONAGE. IT IS OUR GOAL TO COOPERATE WITH YOUR PHYSICIAN TO EXTEND YOUR LIFE AND INSURE YOUR GOOD HEALTH. WE PLEDGE TO CONTINUE TO USE ONLY THE HIGHEST QUALITY INGREDIENTS IN EVERY PRESCRIPTION. THIS IS OUR WAY OF CONTRIBUTING TO YOUR FULLEST ENJOYMENT OF LIFE. IT'S THE BASIS OF OUR CREED:—

**"GOOD HEALTH TO ALL FROM REXALL"**