

Concerned about the cost of prescriptions?



...your Ontario
Government is...
and is doing
something about it.

Everyone concerned about the cost of prescriptions finds the whole thing quite mystifying.

Drug manufacturers' prices vary. Pharmacies' dispensing fees vary. Doctors prescribe, but don't always know about prices. The result is that you, the patient, have no way of knowing if your drug bill is reasonable or not.

Now the mysticism is being removed.

For many months the Ontario Department of Health has been working on a program that will help everybody in Ontario to obtain prescriptions at reasonable cost... "PARCOST".

The key is a book that has been supplied for the professional use of every physician, dentist, hospital and pharmacist in the province. Titled the Comparative Drug Index, it lists many of the high quality drugs now available. And it tells how much each one costs.

For the first time, this revealing information has been assembled in one book, compiled by an au-