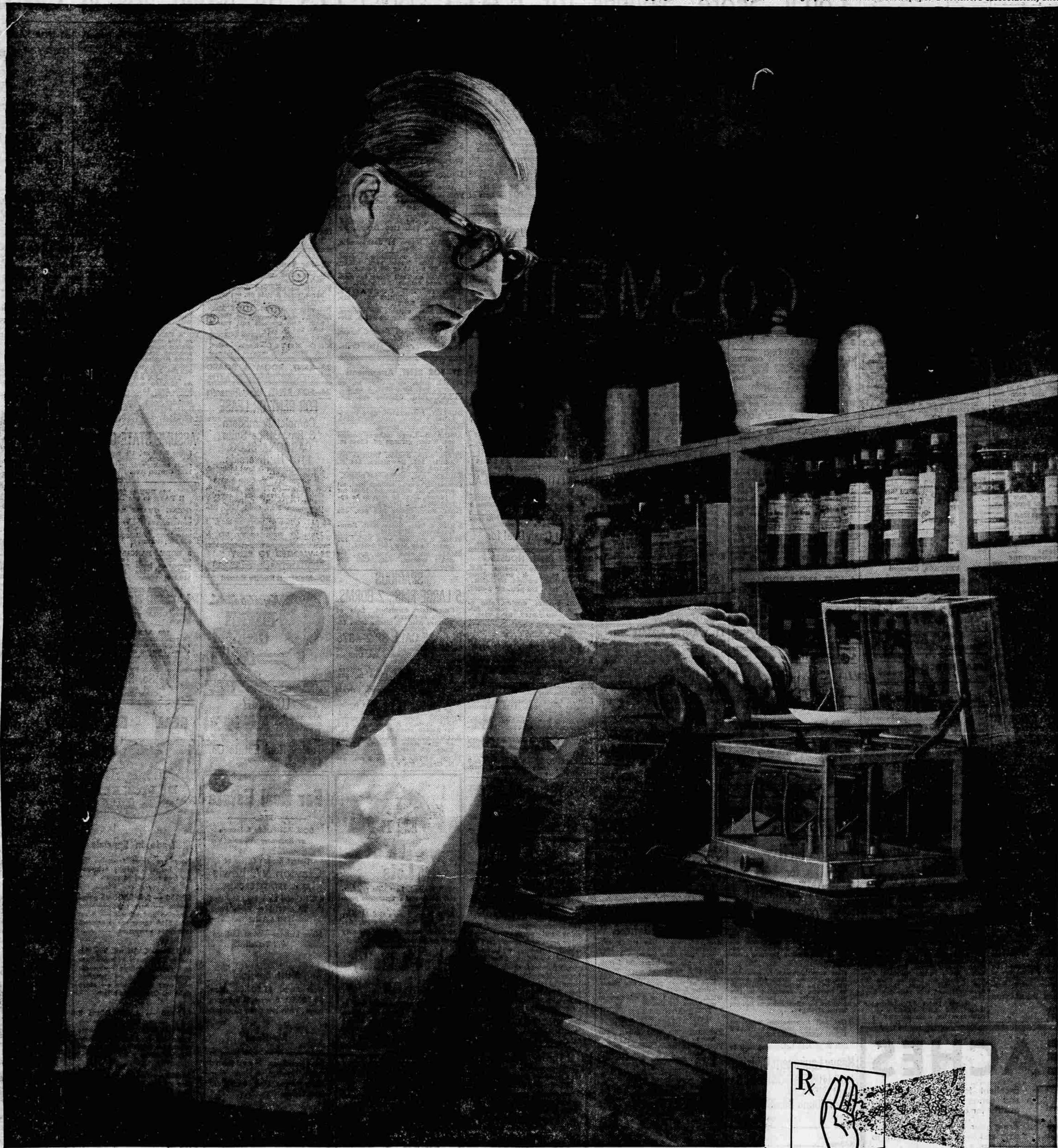




It takes a **GIANT** to deliver just what 232,000 doctors ordered

The man in white, carefully dispensing the doctor's prescription, is a pharmacist. He is one of 110,000 licensed practitioners across the land who contribute to safeguarding the health of all of us. He offers a strong hand in stopping disease—a hand that is constantly on guard to protect the well-being of you and your family. Throughout the year, these

pharmacists stand ready to give you exactly what the nation's 232,000 doctors order. It's a giant task—a conscientious task that the druggists perform.

Pharmacists have found that newspaper advertising is the most effective and efficient way to keep you informed about products and prices. That's why seventy-three per cent of the

total advertising budgets of all drug stores is invested in the Total Selling medium—the daily newspaper.*

The daily newspaper in observance of National Pharmacy Week, October 4-10, takes this occasion to salute the man who works for better community health—your pharmacist.

The Total Selling Medium is the Daily Newspaper

*Drug Topics