

**This Antibiotic
Cured Over
3 Million
Infections
Last Year.**

**This "Look-alike"
Was Taken
Off the Market
Because
It Didn't
Measure Up.**

**Name-brand pharmaceuticals -
they're good medicine.**

**That's why most doctors prescribe
name-brand medications
rather than off-brand generics**

Published as a public service by the
American Medical Society



and the Congress of Family Doctor Societies, Inc., 1982

North Branchville Avenue, Scarborough, CT 06089-1912



They Don't Want to Bargain with Your Health

That's why most doctors prescribe
name-brand medications
rather than off-brand generics

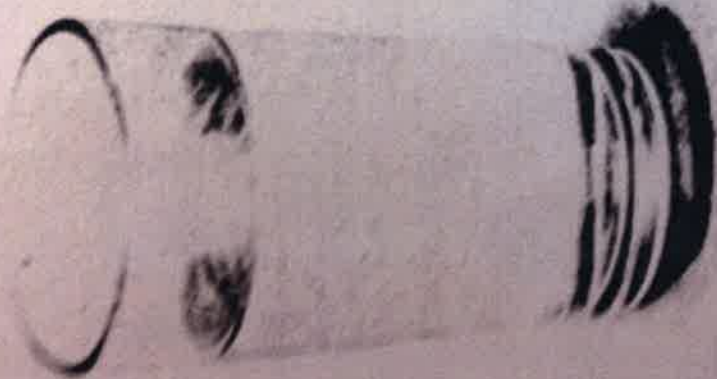
Published in a public service by the
County Medical Society

and the Committee of Quality Medical Services, Inc., 1966



North Branchway Avenue, Champaign, Ill. 61812

THAT MEDICINE YOU'RE TAKING...



You're able to trust the doctor who prescribes it. Shouldn't he be able to trust the company that makes it?

That's why most doctors prescribe name-brand medications rather than off-brand generics

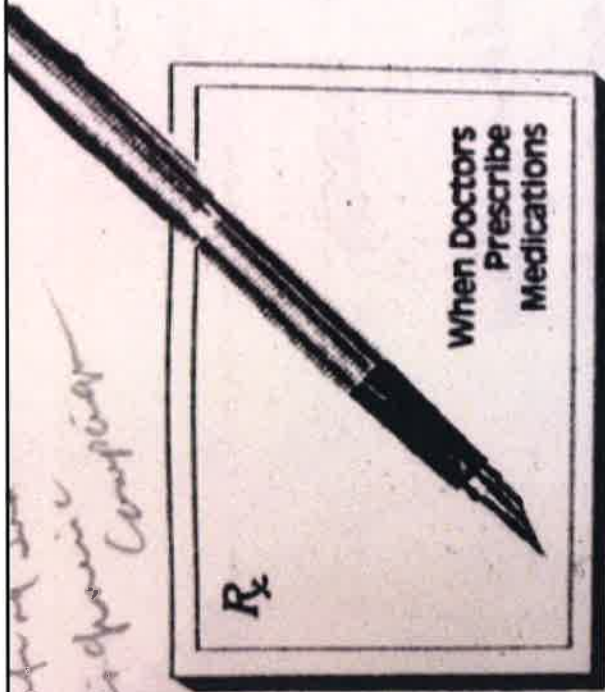
Published in a public service by the

English Medical Society



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**...They Keep the
Mind Because
They Have
You in Mind**

That's why most doctors prescribe
name-brand medications
rather than off-brand generics

Published as a public service by the
County Medical Society



and The Congress of County Medical Societies, 602, S. 11th
North Brainerd Avenue, Oklahoma City, Oklahoma 73112



Who Decides What Medicines You Take?

If you think it is a decision by just your doctor, you're wrong.

Because in many states the politicians have a bigger say in what prescription drug you receive than your own physician.

Consider in some states, by law, the pharmacist must fill a prescription with the lowest priced generic equivalent. A drug that may - or may not - be as carefully manufactured as the brand name pharmaceutical.

Again in some other states, by law, the pharmacist has the option of sub-

stituting any generic equivalent he has in stock for a physician's brand name prescription, unless the doctor specifically directs him not to.

But laws don't make good medicines. And most of the time medicines that are recalled - taken off the market - by the government are those same generics that, by law, you might get instead of what your doctor prescribes.

Your doctor or your pharmacist can make sure you get a brand name you can rely on. Ask for it. Because the most important person who decides what medicines you take is you.

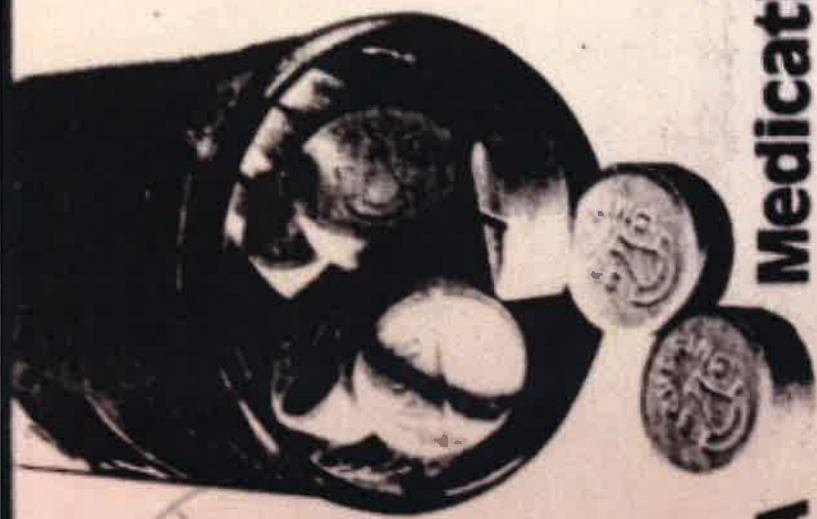
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Health Watch Bureau



and the Congress of County Medical Societies, Inc. 1987

Health Watch Bureau, Department One, Baltimore, MD 21202



A Medication is Known by the Company That Makes It

That's why most doctors prescribe
name-brand medications
rather than off-brand generics

Published as a public service by the

County Medical Society



and the College of County Health Officers, Inc. (1952)

North Brisbane Avenue, Oakhurst City, Oklahoma 74152

*Mr. [unclear]
[unclear]
[unclear]*

Who do you trust with your life?



Lately, more than a lot of people
wonder what the difference is between
doctors and politicians.

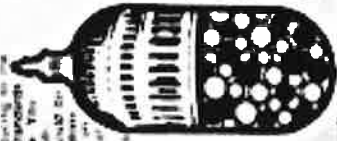
And now the doctors have come up
with a new idea. In order to
improve their reputation, they've
decided to start acting like politicians.
They've decided to start making
promises that they can't keep.

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**Call
273-8838
Now!**

They've decided to start making
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The alternative is enough
to make you sick.

**Medicine
and Politics
don't mix.**

They're out to save you money on medicine... even if it kills you.



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This campaign to Stop Prescription Drug Substitution Legislation is sponsored by the Professional Society of Medical Society and Pharmaceutical Association.

Soon, the law could say your doctor can't prescribe the medicine he thinks is best for you.



Doctors want to keep their jobs by prescribing more powerful medicine. But that means we have to give up our freedom to choose the best medicine for ourselves. The only way to protect our freedom is to support the doctors who care about us.

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Call 332-4116 Now!

The alternative is enough to make you sick.

Medicine and Politics don't mix.



This campaign is the property of the National Health Care Foundation. It is not affiliated with any political party.

WARNING: Medicine and Politics don't mix.



The citizens of each state are being deceived by those who are passing legislation to control their health care.

It is not the fault of the doctors, it is the fault of those who are passing the legislation. They are not the doctors, they are the politicians. They are called politicians and they are passing legislation to control their health care. And they are passing legislation to control their health care.

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This campaign to Stop Prescription Drug Substitution Legislation is sponsored by the Prescription Drug Substitution Society and Pharmaceutical Association.



When you're critically ill do you want a politician or your doctor to decide what medicine you get?



You need a politician through to vote for the drug that might just keep you alive? Or do you want the doctor who has helped thousands of people through the toughest of illnesses to decide what?

Don't let the doctors decide what you get. Let the politicians decide what you get.

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