

Your Medical Program . . .

COMPULSORY? — or — VOLUNTARY?

Compulsory

Compulsory Health Insurance is politically-controlled medicine, proposed by the Federal Security Agency.

It is *not* "insurance," by any torture of words or stretch of the imagination!

Your take-home pay would be cut again to support a Government-regulated medical system, with *patients* as well as physicians, dentists, druggists, nurses and hospitals in lockstep under it.

Compulsory

A Government agency proposes to:

Collect the tax. Control the money. Set the rules. Determine the services. Direct *doctor and patient* participation. Dominate every citizen's medical affairs.

In Germany the social and medical insurance system required *one Government employe for every 100 people covered*.

In the U. S., that same ratio would mean 1,500,000 clerks, bookkeepers, administrators and tax collectors on federal payrolls—wasting dollars and citizen's social security and medical care.

What Is It?

Voluntary Health Insurance is the protection offered now, all over America, by sound, prepaid health plans.

They provide the finest hospital, surgical and medical care in the world—on a budget basis.

Today they take the financial shock out of illness for more than 61,000,000 Americans!

And they assure competition and efficiency in the American way!

Who Controls It?

Approximately 100 non-profit, prepaid medical care Plans are sponsored by physicians.

In addition to Blue Shield Medical Plans there are the great Blue Cross Hospital Plans.

Insurance companies sponsor hundreds of Accident and Health Plans.

And there are many others—industrial, fraternal, labor, religious and group clinics with their own prepayment systems.

The choice is broad. And competition among groups for lower rates and more benefits is healthy.

Voluntary

Voluntary

Compulsory

Who Pays for It?

Voluntary

Every wage earner and self-employed person pays whether he wants the service or not.

Veterans will pay—though they already have paid in war service for medical care.

Millions will pay—whose religious faith or principles prohibit participation.

Millions will pay—who already are protected under Voluntary Health Insurance of their own choice.

You pay—only if you want the service and think the price is right.

You choose the plan that fits your needs and your purse, just as you shop for other family needs.

Free choice in buying clothes or cars or life insurance or health insurance is as American as apple pie.

Under the Voluntary System, you buy—only if you like the product and the price.

Compulsory

What Is the Cost?

Voluntary

Estimates of tax economists and medical experts range from 6 to 18 billion dollars a year.

Tax estimates range from 3% to 10% on every paycheck, up to \$4800 income—half paid by the employe and half by the employer.

Self-employed would pay the whole amount.

You can buy insurance to cover hospital expenses, or hospital plus surgical, or hospital plus surgical plus medical.

An average Plan—medically-approved and guaranteeing medical, surgical and hospital care—costs \$2.50 a month for an individual and \$5.50 for a family, irrespective of size.

Compulsory

Can We Afford It?

Voluntary

The double burden of Compulsory Health Insurance is in the low quality of medical care it offers—and the exorbitantly high costs.

No prideful American would tolerate the type of medical service available to the average Englishman under Compulsory Health Insurance!

Yet the British system cost double the Government estimate for the first year. And it will take many millions in new taxes—British and American—to bail the system out!

The big worry in American homes today is not the medical bill—but the tax bill!

In the average household, medical bills, according to the Brookings Institution, take only 4% of income. But Government taxes drain away from 20% to 30% of every paycheck in the Nation!

If taxes on cigarettes, for instance, were removed, a pack could be bought for a nickel!

If a family can afford a daily pack of cigarettes or a weekly movie that family can buy the finest health insurance in the world. The cost is about the same. If not—such a family certainly can't afford the proposed new payroll tax!

Figure it out on *your* paycheck.

Compulsory

What Are the Benefits?

Voluntary

No benefits are *guaranteed*, but many political promises are made for Compulsory Health Insurance.

Sponsors use such vague terms as "when funds are available," "insofar as possible," and "when facilities permit."

Services could be restricted at the whim of Administrators—but there is *no tax limit!*

The only absolute guarantee is the guarantee of *a new payroll tax—the amount unpredictable!*

Under Voluntary Health Insurance, 61,000,000 Americans have specific guarantees in writing, both as to costs and to benefits.

They have freedom of choice of doctor, hospital, and type of service.

They have dependable protection against financial shock in time of illness or accident—under the finest health care system in the world today!

Proof of satisfaction is in the mounting millions of enrollments throughout the Nation.

Compulsory

Is It Good for America?

Voluntary

In every great Nation which has tried Government-controlled medicine—Germany, Russia, France, England—the result has been:

Second-rate medical care

Decline of medical education and research

Invasion of the patient's personal privacy

Political control substituted for medical direction

A new hierarchy of Federal administrators

Constantly mounting tax burdens

Extension of controls over other professions

American medicine leads the entire world. It has helped make America the healthiest, strongest, best cared for great Nation on earth.

It furnishes daily proof that there is no need to import the Socialist medical systems of a sick, harassed Europe to a strong, healthy America.

The scientific advances of American medicine in conquering disease and extending life are recognized as foremost in the world. The average American's life span is 19 years longer today than in 1900!

Compulsory

What About Privacy?

Voluntary

A plan similar in its fundamentals to the British system is proposed, with "local administrative boards" set up for "local control."

In Britain gossip by "local boards" has been bitterly protested by the British Housewives League.

Your medical records under the American system of medicine are the sole business of your doctor and yourself.

Would you wish YOUR medical records placed in the hands of a "local committee" of your neighbors?

Compulsory

What About "Lobbying"?

Voluntary

The Federal Security Agency and other Government agencies are spending millions in tax dollars on propagandism for political medicine.

The Department of Justice, under orders, is trying to discredit American medicine and silence the fight against compulsion.

But the Government is *not* reporting such activities and expenditures as "lobbying."

The medical profession is presenting the case for Voluntary Health Insurance before the bar of American public opinion.

Thousands of organizations—farm, business, women's, civic, patriotic and public welfare—have joined the crusade against compulsion.

If this is lobbying—the greatest "grass roots lobby" in history is in progress!

**For
Compulsory**

Where Do Thinking Americans Stand?

**For
Voluntary**

The Federal Security Agency
The President
The American Association of Social Workers
The National Farmers Union
The American Veterans Committee
Americans for Democratic Action
Communist Party
All who seriously believe in a Socialist State
Left-wing organizations generally
Two specially-organized propagandism groups—the "Committee for the Nation's Health" and the "Physicians Forum"—whose prime concern is campaigning for Compulsory Health Insurance.
Some AFL and CIO Leaders, though Labor is divided on this issue. (Most rank-and-file union men and women are strongly opposed to more payroll deductions.)
Some well-intentioned, but misinformed, people who have been led by the proponents' misuse of facts, to believe that Government control will solve all the country's health needs.
Check This Yourself! It Is Important!

General Federation of Women's Clubs
American Farm Bureau Federation
Veterans of Foreign Wars
The American Legion
AMVETS
American Bar Association
National Association of Retail Druggists
The National Grange
American Council of Christian Churches
American Dental Association
American Hospital Association
Catholic Hospital Association
American Protestant Hospital Association
D. A. R.
National Association of Retail Grocers
National Fraternal Congress of America
Insurance Economics Society of America
State and Local Chambers of Commerce, Lions Clubs, Rotary Clubs, Women's Clubs, Medical Societies, Newspaper Editors, Nurses' Organizations, P. T. A.'s, State Legislatures.
Thousands of other organizations interested in public welfare—not politics.

Let's Look at the Record

Advocates of political medicine today are busy:

1. **Painting** the American medical system as a low-grade system.

2. **Pointing** scornfully at American doctors and hospitals, whose achievements have earned the respect of the world and helped to keep our country strong.

3. **Publicizing** distorted draft figures calculated to "prove" American health at low ebb. In misusing the figures, the Federal Security Agency does not reveal that they include millions of men rejected for **medically unpreventable** defects, including:

illiteracy flat feet mental deficiency
faulty vision amputations color blindness

4. **Implying** falsely that a Compulsory Health Insurance program can save the lives of "325,000 people who die needlessly every year."

For years the doctors of America and allied professions have worked toward great public health goals.

They have conquered scourges like diphtheria, small-pox and typhoid fever. Since 1900, they have extended the average man's years on earth from 49 to 68!

They are working diligently to improve and extend:

Nursing, dental and medical training institutions, facilities and personnel.

Hospital, clinical, diagnostic and research facilities.

Community health centers and local health units.

Laboratory services and mental hygiene clinics.

Care for infants, mothers, aged and chronically ill.

Voluntary Health Insurance facilities and benefits.

The achievements of American medicine are bringing a sick world new hope and new health.

Two Steps You Can Take Today—If You Value Your Health and Your Liberty

- 1. Write Your Congressman and Your Senators.
Tell Them Compulsory Health Insurance Means—
Cheaper Quality Medicine for a Higher Price!
A new payroll tax at a time when taxes should be cut!
Political medicine—bad medicine for America!**
- 2. Ask Your Doctor or Your Insurance Man About—
Voluntary Health Insurance for you and your family.
The plan that fits your needs and your purse.**

You still have the right and the freedom to choose

HELP KEEP POLITICS OUT OF MEDICINE!

NATIONAL EDUCATION CAMPAIGN—AMERICAN MEDICAL ASSOCIATION
Whitaker & Baxter, Directors One North La Salle Building, Chicago, Illinois

VOLUNTARY HEALTH INSURANCE—The American Way



WILL

**KEEP POLITICS
OUT OF
THIS PICTURE**

THE DOCTOR
By Sir Luke Fildes

CRUSADING FOR FREEDOM

Thousands of public-spirited National, State and local organizations are on record officially opposing Government Compulsory Health Insurance. Here are a few of them:

National Association of Retail Druggists
National Association of Chain Drug Stores
General Federation of Women's Clubs
(5,000,000 members)

American Pharmaceutical Association
American Pharmaceutical Manufacturers' Association

National Fraternal Congress of America
American Farm Bureau Federation
American Legion

American Council of Christian Churches
National Association of Retail Grocers
Veterans of Foreign Wars

National Conference of Catholic Charities
National Grange

American Protestant Hospital Association
AMVETS

State and Territorial Health Officers Association
American Bar Association

National Association of Retail Meat Dealers, Inc.
Catholic Hospital Association
D.A.R.

American Dental Association
National Association of Insurance Agents
U.S. Chamber of Commerce

NATIONAL EDUCATION CAMPAIGN
AMERICAN MEDICAL ASSOCIATION
One North LaSalle Building
Chicago, Illinois

Profit or Freedom?

**PROFIT IS WORTHLESS
IF WE LOSE FREEDOM
IN ACQUIRING IT.**

**We are asked daily about
a public problem important
to YOU. Here is our answer.**

— Your Druggist —

R

THIS IS THE ISSUE

All America is talking about Health Insurance. How would you prefer it? By your own selection and choice—with the finest medical care guaranteed by responsible organizations? Or by Government compulsion, with nothing assured but another paycheck deduction for inferior care?

MORE TAXES—LESS TAKE-HOME PAY

Attempts are being made now to saddle all of us with expensive, political *Compulsory* Health Insurance. *This would wreck present high medical standards, bring mass-produced, assembly-line health care, take another bite from your paycheck and leave less take-home pay.*

NONE CAN ESCAPE

This proposed legislation—a serious threat to the health and freedom of every family in America—is not a party matter. *Your paycheck would be tapped again*, whether you are Democrat, Republican or belong to no party. Taxes take 61 days' pay from the average worker *now!*

TRADE FREEDOM FOR "PROFITS"?

In September, 1949, the Federal Security Administrator told the National Association of Retail Druggists Convention in New York, that *under Compulsory Health Insurance, druggists would "sell more aspirin and mineral oil"—have "larger receipts for cash registers" and profit "enormously".*

AMERICAN DRUGGISTS SAY "NO"!

We druggists of America stand *unalterably opposed to any form of Compulsory Health Insurance.* We will not sell our standing in this community for political promises of "enormous profits" and *we will not espouse any cause which substitutes force for freedom.*

YOUR HEALTH IS OUR FIRST CONCERN

Your health comes first with us. The right to choose your own physician, dentist, druggist and hospital must be preserved. Patients must *not* be herded into overworked, understaffed clinics, dispensaries and hospitals, for Government handout treatment. *Your privacy must be respected.*

THE AMERICAN WAY

Today, more than 61 million Americans have protected themselves financially against medical, surgical or hospital expense. They have *low-cost Voluntary Health Insurance, guaranteed by responsible physician-hospital groups and sound, private insurance companies, competing for their business—the American way!*

WHAT YOU CAN DO

You have no direct vote on Government medicine—*Compulsory* Health Insurance. The matter will be decided by your Congressman and Senators. They will be guided in their action by letters they receive from you and your neighbors. Write them today. Tell them *you do not want arrogant, expensive Government meddling in the private health affairs of your family.*

VOLUNTARY still means "FREEDOM OF CHOICE"
COMPULSORY still means "REGIMENTED"

LET'S KEEP AMERICA FREE

Your health is most important. Exercise the same care in choosing health insurance as your druggist does in guarding all your health requirements.