

A.B.A Journal Explains Goals

Chicago.—The advertising program of the American Medical Association, which will be launched in newspapers and magazines during the period of October 8-22, is not intended to sell American medicine itself, says the AMA Journal editorially, but "it is trying to sell what has been our heritage in this country—faith, freedom and hope".

A 70-inch A.M.A. advertisement is scheduled to run in every paid-circulation daily and weekly newspaper in the nation. The total circulation of the magazine group is more than 94 million which, combined with the all-inclusive daily and weekly newspaper schedule embracing 11,000 papers, will give tremendous reader impact to the A.M.A. advertising program. The A.M.A. radio schedule, one of the most extensive and concentrated programs in history, will include more than 1,000 stations.

An editorial in the current issue of the Journal of the American Medical Association says the advertising campaign is "intended to help preserve the freedom this country has enjoyed."

The editorial says in part: "The campaign is offered to draw attention to the right way of seeking health as sponsored by the medical profession and thousands of other groups and to the wrong way which is advocated by a comparatively few selfish, arrogant politicians or political hangers-on or in some instances by well-meaning but misled citizens. The advertising will be used to sell voluntary health insurance, whether it is offered by medically founded non-profit organizations, accident and health insurances, or labor, industrial or fraternal groups.

"The copy also will focus attention on the dangers of government-controlled economy and the loss of individual freedom, individual initiative and freedom of opportunity that accompanies such regimentation. The national education campaign of the American Medical Association stresses the need for preserving faith in and active support of the American way of life. Most Americans do not want permanent government control over their medical and other personal affairs, although they are willing to accept temporary economic controls during a crisis such as war. However, they must be permitted to see the insidious ways in which socialism can creep into our lives. American medicine is issuing an invitation to other professions, to industries and businesses and to others to participate in the spirit behind the advertising campaign so that there will be little room for doubt that 'The Voluntary Way is the American Way.'

"The end result of this tremendous and unique undertaking will be a further check on the advances of the planners of socialism and regimentation. The dissipation of the dangers of government regimentation of the American people is dependent on the whole-hearted support of all who believe in freedom. The sacrifice of our fighting men who are engaged in a fight against aggression and tyranny on foreign soil will be futile if here at home we lose permanently the basic freedom on which this nation has been created.

"In its new role in the advertising field American medicine is not attempting to sell itself. Nor is it trying to maintain a system or advantage for its sole use. No, it is trying to sell what has been our heritage in this country—faith, hope, freedom. It believes as do most Americans in self-help and self-preservation, in pride of achievement, in the joy of accomplishment. American medicine in its advertising is not selling an article nor even a service. It is selling an ideal in the hope that others who believe in this ideal will raise their voices to say, 'This is our country. We are thankful for what it has given us and others throughout the world. We want to maintain the basic principles on which it has grown to greatness so that we can continue to be self-sufficient and share with the less fortunate our blessings.' There are many millions of Americans who believe in such a doctrine. Let us encourage them to say so."

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JEWELRY
FOSTORIA

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North Santiam--

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visor employed by the hospital committee, gave a detailed explanation of the hospital incorporation and financing plan, which he has used for many years throughout the west, recently in Oregon at Nyssa, Prineville, Bend and Lebanon. Barr said "Eight out of every one hundred citizens in this area will need hospital service each year and that if the truth were known a number of lives are lost each year and the health of many residents greatly impaired because of the lack of an adequate well-equipped hospital located in this Santiam-Canyon area.

To make this area a safer place in which to live is the problem of the citizens of the district to be served. No longer can over-crowded hospitals in Salem or Portland be expected to serve outside communities such as the Santiam-Canyon district. The people of Salem and other sections furnish the money for the building of a hospital to protect their own people. It is the duty of each area to provide ample well-equipped hospital facilities for the protection of themselves. Other communities are building hospitals for their own protection. Hospital protection is an important factor in the economic life of a community as well as of all individuals. In recognition of this fact, farm organizations are taking the lead nationally to acquire hospitals for the protection of farmers and their employees. Many industries consider hospitals most essential for the protection of their employees and families. Labor

unions, lodges, churches and many other organizations are greatly interested in having hospital protection to safeguard the life and health of the community. To sum it up, preserving life and health should be one of the first concerns of a progressive Christian community. This hospital can be built if all men in the district to be served, who are in a position to do so, join in the organization and backing of this non-profit, community-owned and controlled non-sectarian memorial hospital. It has been done in many communities smaller than this area."

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I am proud to enlist in the Crusade for Freedom.
I am proud to help make the Freedom Bell possible, to be a signer of this Declaration of Freedom, to have my name included as a permanent part of the Freedom Shrine in Berlin, and to join with the millions of men and women throughout the world who hold the cause of freedom sacred.

NAME

CITY • STATE

Who Runs America?



OR YOU AND THE MAN NEXT DOOR?

RUNNING AMERICA is the joint job of 150,000,000 people. It's the biggest job in the world today—keeping it running for liberty and for freedom. And the whole world's watching to see whether Americans can do it!

IN MUCH OF THE WORLD today, the people have resigned from running their own countries. Others have been quick to step in—first with promises of "security"—and then with whips and guns—to run things their way. The evidence is on every front page in the world, every day.

FREEDOM COMES UNDER ATTACK. The reality of war has made every American think hard about the things he's willing to work and fight for—and freedom leads the list.

But that freedom has been attacked here recently—just as it has been attacked in other parts of the world. One of the most serious threats to individual freedom has been the threat of Government-dominated Compulsory Health Insurance, falsely presented as a new guarantee of health "security" for everybody.

THE PEOPLE WEIGH THE FACTS. In the American manner, the people studied the case for Socialized Medicine—and the case against it.

They found that Government domination of the people's medical affairs under Compulsory Health Insurance means lower standards of medical care, higher payroll taxes, loss of incentive, damage to research, penalties for the provident, rewards for the improvident.

They found that no country on earth can surpass America's leadership in medical care and progress. They found that able doctors, teachers, nurses and scientists—working in laboratories where Science, not Politics, is master—are blazing dramatic new trails to health for Americans—and for the world.

THE "GRASS ROOTS" SIGNALS CONGRESS. In every community in the Nation, people stood up to be counted on this important issue. Thousands of local women's clubs, civic groups, farm, business, religious, taxpayer, medical, educational and patriotic organ-

izations spoke out—giving the great United States Congress its unmistakable Grass Roots signal from home!

And ever watchful, ever sensitive to an alert people, The Congress saw that signal, and heard the people speak out, loud and plain. That's democracy in action. That's the American way!

Today among the 10,000 great organizations on militant public record against "Compulsory Health Insurance" are:

General Federation of Women's Clubs
American Farm Bureau Federation
National Grange
Veterans of Foreign Wars
National Conference of Catholic Charities
American Protestant Hospital Association

American Legion
National Association of Small Business Men
United States Chamber of Commerce
National Association of Retail Grocers
National Retail Dry Goods Association
American Bar Association

• Doctors of this Nation are grateful that the people refused to be wooed by the fantastic promises of this un-American excursion into State Socialism. • Doctors of America are dedicated to serve their fellow citizens at home and their comrades in uniform, wherever service to this Nation may take them. • And the thing they stand ready to fight for—to sacrifice for—to die for—is not the alien way of life of Socialism, but the proudfest security of a free and self-reliant people!

THE VOLUNTARY WAY IS THE AMERICAN WAY!

• Throughout the Nation, free men and women, working and planning together, are finding the American answer to every question of medical service, care and cost. Hundreds of Voluntary Health Insurance Plans are in healthy competition—sponsored by doctors, insurance companies, hospitals, fraternal organizations—by industry, agriculture and labor. • Today

in America—70 million people are protected by Voluntary Health Insurance! • Throughout the Nation, families are insuring themselves against the major costs of illness—at reasonable, budget-basis prices. Voluntary Health Insurance takes the economic shock out of illness. Protect your family now. • For information, ask your doctor—or your insurance man.

An American's greatest heritage is the right to learn the facts—and to speak his mind. Maintained with honor and used with sincerity—that right will guarantee forever that

You and Your Neighbor Run America!

PHYSICIANS OF THIS COMMUNITY PARTICIPATED IN PAYING FOR THIS SPACE
AMERICAN MEDICAL ASSOCIATION • NATIONAL EDUCATION CAMPAIGN
ONE NORTH LA SALLE STREET, CHICAGO, ILLINOIS