

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

For instance, You get pneumonia. Your doctor wants you to be treated with a drug (admittedly "Terramycin"). But he can't be sure you will get it because of proposed drug substitution legislation. He knows it is manufactured by a reputable pharmaceutical firm to the highest quality standards, but in Oklahoma, under proposed law this may not be enough to insure that your prescription is filled as written unless extraordinary steps are taken by the doctor.



Granted, Oxytetracycline is chemically equal to Terramycin but this does not mean it is therapeutically equal! It is well known that it does not act the same way in your body to produce desired results. Costings, lotteries and quality control can make the difference... and can make you sick.

Doctors know for a fact that no Oxytetracycline works so well as Terramycin. But that seems to make no difference to supporters of prescription drug substitution... no matter how much difference it could make to you, the pneumonia patient.

This is just one vital drug. There are literally *hundreds* more that have proved to be less effective when manufactured to careless quality standards. Or worse: Some drugs are **KNOWN** to be totally ineffective in all forms except those marketed by reputable pharmaceutical firms.

How could anyone dream of sponsoring such an idiotic law? Easy. It's a law that can be made to sound terrific. It's a law that'll let politicians say: "You're paying too much for drugs. The big pharmaceutical companies are ripping you off. This law will mean you'll get the same drugs for a lot less money."

Well, you've seen they're not the same drugs — though they may be made with the same chemical substances. Now to examine that "less money" bill of goods.

One, do you really want to pay less money when your health is at stake?

Two, not a single advocate of these so-called prescription drug substitution laws has proved that such laws will cut your drug bills any more than about 2¢ on the dollar. A very small premium to pay for your health.



Three, your overall medical bills may GO UP! You may have to go back to the doctor several times when lesser quality drugs don't work. Your doctor will probably have to pay even higher malpractice insurance premiums. So will your pharmacist.

You think no one in his right mind could endorse such a law? You're wrong. It's already on the books in 11 states. A similar law has already passed the House in Oklahoma and is pending in the State Senate. It could become law here unless you act fast.

Call this number for more information. If you're already convinced, tell us when you call. We'll send a protest in your name to the people in Oklahoma City who can prevent this disaster — your state legislators. Or write your own letters. But don't wait. Now is the time to take action. Write your letters today or

Call 332-4116 Now!

The alternative is enough
to make you sick.

Medicine and Politics don't mix.

This campaign to Stop Prescription Drug Substitution Legislation is sponsored by the Pontotoc Medical Society and the Ada Pharmacists Association.