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April 24, 1985

Mr. William M. Gaines  
Publisher  
MAD Magazine  
E.C. Publications, Inc.  
485 Madison Avenue  
New York, NY 10022

Dear Bill:

It was good speaking to you again. When I mentioned to Lyle Stuart that MAD Magazine had been an inspiration for my own approach to tackling the smoking and drug abuse pandemic among adolescents, he suggested I tell you that person-to-person. I also mentioned that I was hoping to get your permission to salute MAD and reprint some of the cigarette advertising spoofs it has run over the years.

I appreciate your willingness to approve our reprinting small versions of a few of MAD's ads. In particular, I would like to request permission to reprint the four ads attached, plus the "When you're dying for a Camels" ad. I would also like to obtain a good copy of the spoof on the TRUE cigarette ad, in which one tombstone is marked "TRUTH" and the caption is "you found it." This probably ran around 1982. If possible I would like to obtain a copy of a panel on the tobacco industry from "The MAD Nasty Book" (artist: Harry North, Esq.; writer, Tom Koch; date unknown) and Al Jaffee's "Safer Smoking" feature (date unknown). I would value an opportunity to look through back issues in the MAD broom closet.

Hope to hear from you soon.

Sincerely,

AB:mm

Alan Blum, MD  
Editor