



# NEW YORK STATE JOURNAL OF MEDICINE

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Editor: Alan Blum, M.D.

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Mr. William M. Gaines  
Publisher  
MAD Magazine  
485 Madison Avenue  
New York, New York 10022

NOV 4

Dear Bill:

I goofed. I thought I had sent you a copy of our recent issue on The World Cigarette Pandemic --Part II, in which you and MAD are acknowledged. Your recent publication of the brilliant ad by the R. J. Riddles Tobacco Company reminded me to be sure that you received a copy of our issue.

As I mentioned to you last spring, MAD has made one of the leading contributions to the effort to counteract the influence of cigarette advertising on children and teenagers. You would be one of my top choices for a Nobel Prize in Medicine.

I do have a few ideas I'd like to discuss with you in regard to future spoofing of cigarette ads, and I hope it will be possible to meet again in the near future.

Thanks for caring.

Sincerely,

Alan Blum, M.D.  
Editor

AB:mja

*See pages 473, 278.  
Would you be so kind as to send a  
copy of the issue with the RJ Riddles ad  
for possible re-use in a commentary in the Journal?*