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NEW YORK STATE
JOURNAL OF MEDICINE
AUG 12 1985

SHEPPARD SIEGAL, M. D.
2 EAST 84th STREET
NEW YORK, N. Y. 10028

REGENT 7-6880

August 8, 1985

Dr. Alan Blum, Editor
New York State Journal of Medicine
420 Lakeville Road
P.O. Box 5404
Lake Success, New York, 11042

Dear Dr. Blum:

Your recent publication of the WORLD CIGARETTE PANDEMIC PART II, prompts me to congratulate you on this, as well as the first issue on the same subject, which was so startling a success.

Under your editorship, the Journal has become a most vital commentary on the social mores which are so dangerous to the Nation's Health. I fully expect quite soon, that the State Journal will be quoted on the MacNeil-Lehrer Report as frequently as is the New England Journal of Medicine.

I credit you with doing an inspired job as editor. It is a privilege to write you this encomium.

Sincerely,


Sheppard Siegal M.D.

SS:ek

STAT!

P.O. BOX 50039
PALO ALTO, CA 94303
(415)494-0754

AUGUST 10, 1985

Dear Colleague:

In case you have not yet seen it, enclosed is a copy of an article from the just-released July issue of the New York State Journal of Medicine, and the press release issued by the Journal. Dr. Alan Blum has compiled a landmark issue on "The World Cigarette Pandemic," which is *must reading*. Copies may be ordered by calling the Journal offices at (516)488-6100.

The past eight weeks have been spent planning, organizing, recruiting, and filling out the inevitable paperwork that goes with establishing a new organization. (I have enclosed the new executive summary from our ever-evolving plan). The response to STAT has been overwhelmingly positive. A strong core of people has agreed to serve on the Board of Directors, and we are expanding our recruiting efforts. I will be working with an advisory steering committee to further define the organizational structure and program. Once the program has been established and approved by the Board, we will start to establish our grassroots organization and begin fund-raising in earnest.

As we plan the STAT program, it would be very helpful if you could tell us about your experiences and opinions concerning the most effective methods to reduce teenage tobacco consumption. For example, are voluntary programs to seek the cooperation of merchants more effective than regulatory approaches? We will be establishing a variety of comparative programs at the outset to test different approaches.

The STAT NEWSLETTER will begin publication this fall. The first issue will include a progress report, and a wealth of information of interest to anyone concerned about the problem of teenage tobacco use. Please help by providing us with the names of anyone you think would be interested in being placed on our mailing list.

Thank you for the support. Together, we can Stop Teenage Addiction to Tobacco.

Alan,
The issue was terrific! Taken
together, the two issues are a major
contribution to the field -- very important.
My mailing list isn't yet very large,
but I hope that this generates a little more
visibility (and a few orders!).


Joe B. Tye
Executive Director



Aug 11, 1985

New York State Journal of Medicine
420 Lakeville Rd.
Lake Success, NY

Dear "Journal"—

As a member of Cedar Rapids "DOC"
(Doctors Ought to Care), myself &
several other residents are interested
in obtaining copies of the December
1983 issue of your Journal.

If that is possible, please send me
information on cost & I will remit
the amount needed for the number
of copies we'd desire.

Thank you.

Sincerely—

Steven Kind MD

Steven Kind, MD
1917 Buckingham Dr. NW #10
Cedar Rapids, IA 52405

American Council on Science and Health



Elizabeth M. Whelan, Sc.D., M.P.H.
Executive Director

Richard A. Greenberg, Ph.D.
Associate Director

Lynne P. Middelveen, M.S.
Assistant Director



August 12, 1985

Alan Blum, M.D.
Editor
NEW YORK STATE JOURNAL OF MEDICINE
420 Lakeville Road
P.O. Box 5404
Lake Success, N.Y. 11042

Dear Alan:

Your new issue is a masterpiece. Congratulations! I am in awe of your ability to pull so much together -- so many different issues that people otherwise would not know about.

Hope to see you soon.

Sincerely,

Elizabeth M. Whelan
Executive Director

EMW:cem

Please Reply to:

- ☐ 1995 Broadway 18th Floor New York, NY 10023 Telephone: (212) 362-7044
- ☐ 47 Maple Street Summit, NJ 07901 Telephone: (201) 277-0024
- ☐ 1050 17th Street, N.W. Suite 900 Washington, D.C. 20036 Telephone: (202) 659-8978



The University of Texas System Cancer Center

M. D. Anderson Hospital and Tumor Institute

Texas Medical Center • 6723 Bertner Avenue • Houston, Texas 77030

8/13/85

N. Y. State J. Med.

420 Lakeville Rd

Box 540X

Lake Success NY 11042

Gentlemen:

Enclosed is my check for
\$4 for a copy of N. Y. St.
J. Med. for July 1985.

Sincerely

David J. Carr M.D.



1836-1986

© 1981 State of Texas

Stephen Nordlicht, M.D., F.A.C.P.

200 EAST 74TH STREET
NEW YORK, N. Y. 10021

August 13, 1985

Dear Alan,

A brief note to congratulate you on the Journal's last issue. It was even more impressive than the first and will considerably strengthen People Against Cigarettes.

I was also delighted by the lovely gift you gave to your son Leon who will appreciate it more and more in the years to come.

I plan to be out of town until after Labor Day but let us arrange to have lunch together shortly thereafter.

With all good wishes.

Steve

MEYER H. SHARLIN

4200 Massachusetts Avenue, Northwest
Washington, D. C. 20016

August 14, 1985

Alan Blum, M.D., Editor
New York State Journal of Medicine
Post Office Box 5404
Lake Success, New York 11042

Dear Alan:

It was a delight to receive your letter, and the Journal is fascinating. I know the progress being made on the smoking issue has really grown tremendously in the past year.

I spoke to John Banzhaf of ASH and mentioned your July issue. It would be of great interest to him, and I would appreciate it if you would have one sent to him at 2013 H Street, N. W., Washington, D. C. 20006.

I would very much like to see you some time in the future. Do you intend being in Washington or Florida? Please let me know.

With very best personal wishes and love to your wife,

Sincerely



/rbs

Ward

SCIENCE

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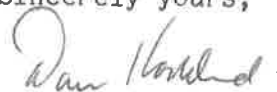
15 August 1985

Dr. Alan Blum
New York State Journal of Medicine
420 Lakeville Road
P.O. Box 5404
Lake Success, NY 11042

Dear Dr. Blum:

I appreciate very much your sending me the complimentary copy of NEW YORK STATE JOURNAL OF MEDICINE. I think you have performed an invaluable service collecting this information, not only in your original Part I but also in the expanded and highly informative sequel of Part II. I shall alert our reporters to this material and they may be able to cover it some subsequent news story.

Sincerely yours,



Daniel E. Koshland, Jr.

DEK:ck

VINCENT P. GARBITELLI, M.D.
DIPLOMATE, AMERICAN BOARD OF INTERNAL MEDICINE

486 WILLIS AVENUE
WILLISTON PARK, N.Y. 11596
(516) 294-3332

August 15, 1985

Alan Blum, M.D.
Editor
New York State Journal of Medicine

Dear Dr. Blum:

The July issue of the Journal on the World Cigarette Pandemic is nothing short of superb journalism!

It should be mandatory reading for all doctors and all the editors of the New York Times. The depth and breadth of the issue on the subject of cigarette smoking is unparalleled in both medical and non-medical journalism.

My highest praises to you and your staff for putting together what I consider to be the greatest piece of journalism I have ever read!!

Sincerely yours,



Vincent Garbitelli, M.D.

THE HENRY J. KAISER FAMILY FOUNDATION

525 MIDDLEFIELD ROAD • SUITE 200
MENLO PARK, CALIFORNIA 94025

(415) 329-1000

August 15, 1985

New York State Journal of Medicine
420 Lakeville Road
P.O. Box 5404
Lake Success, New York 11042

Dear Sir:

I would like to request one copy of your July, 1985, issue of New York State Journal of Medicine. I am interested in the issue on smoking, and I understand that the July issue is the issue in question.

I enclose a check in the amount of \$7.50, to cover the cost of the publication.

Please address the issue as follows:

Carol Holt, librarian
The Henry J. Kaiser Family Foundation
525 Middlefield Rd. Suite 200
Menlo Park, California 94025

Thank you very much.

Sincerely,

Carol Holt

Carol Holt
Librarian



UNITED MEDICAL AND DENTAL SCHOOLS
OF
GUY'S AND ST. THOMAS'S HOSPITALS
(UNIVERSITY OF LONDON)



DIVISION OF MEDICINE

LONDON BRIDGE, SE1 9RT

PROFESSOR W.I. CRANSTON, M.D., F.R.C.P. (CHAIRMAN)

TELEPHONE 01-407 7600 Ext. 3266

PROFESSOR M.H. LESSOF, M.D., F.R.C.P.

15th August, 1985.

Dr. A. Blum,
New York State Journal of
Medicine,
420 Lakeville Road,
P.O. Box 5404,
Lake Success,
N.Y. 11042,
USA.

Dear Alan,

Thank you very much indeed for your magnificent effort in the New York State Journal of Medicine July issue. I shall enquire whether our own organisation "ASH" (director David Simpson) already has a copy, as I expect they have. If so, I propose to send it to Norman Atkinson, one of our Members of Parliament, who is making a particular effort to get another private Members Bill put before our House of Commons which would prohibit cigarette advertising or indirect promotion.

Thank you again for keeping me informed. It will be fascinating to follow the Cipollone case as it progresses.

With best wishes.

Yours sincerely,

M.H. Lessof, MD, FRCP
Professor of Medicine



THE AMERICAN COLLEGE OF OBSTETRICIANS AND GYNECOLOGISTS

August 16, 1985.

New York State Journal
of Medicine
Medical Society of the
State of New York
420 Lakeville Road
Lake Success NY 11042

To whom it may concern:

We would like to receive a copy of the July issue of the New York State Journal of Medicine, which I understand is devoted to the hazards of smoking. I also understand that an earlier edition of the Journal (December, 1983) was on the same topic. Are issues of this also available?

Please send these issues to my attention at the address given below, and bill me for them. If you need prepayment, please let me know.

Thank you for your attention to this matter.

Very truly yours,

Patricia Broida

Patricia Broida
Assistant Librarian
Resource Center

/pb

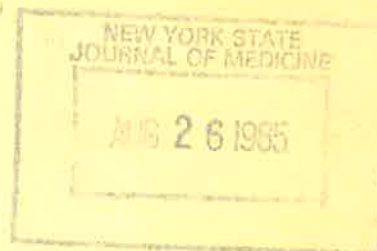


Center for Health Promotion

Group Health Cooperative of Puget Sound

August 19, 1985

Alan Blum, M.D., Editor
New York State Journal of Medicine
Medical Society of the State of New York
420 Lakeville Road
Lake Success, New York 11042



Dear Alan,

Greetings from Seattle. The move from Chapel Hill to the Pacific Northwest is complete and my family and I are beginning to settle in with the help of wonderful weather and fine colleagues. We certainly miss Chapel Hill but are confident that we will be able to continue some of the work that we started in North Carolina.

I read with interest the enclosed AP wire release on Tuesday, August 13, which appeared in the Seattle Times. I thought you might be interested to see that the layout editor for the Seattle Times is trying to keep his/her bases covered. You will note that while on one hand they rip "the tobacco industry" on the other hand they want to make sure that smokers have nice clean teeth.

It sounds as if you continue to be one of the most active and articulate spokespersons for this important public health problem. I would be much appreciative if you could send me a copy of the July 1985 issue or indicate to me how I might get a copy of the issue. The Center for Health Promotion, which I now direct, at Group Health Cooperative is very involved in tobacco related issues. One of the major things we have done in the last six months is put together a book for business and industry to assist them in planning and implementing policies for a smokefree environment. We have received good feedback to date and we are actively searching for business and industrial clients who are considering this issue and need some guidance. If you would be interested, I would be glad to send you a copy of the manual/book. Just let me know (maybe we can even trade a book for an issue of your Journal).

Again, congratulations on your important work. I hope we have the opportunity in the future to work together again.

Sincerely,

Bill Beery
Director

WLB:cs

Enclosure

Municipality of Anchorage

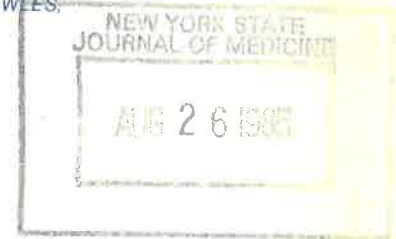


P.O. BOX 6650
ANCHORAGE, ALASKA 99502-0650
(907) 264-4111

TONY KNOWLES,
MAYOR

DEPARTMENT OF HEALTH & HUMAN SERVICES

August 19, 1985



Alan Blum, M.D.
Medical Society of the State of New York
420 Lakeville Road
Lake Success, New York 11042

It was a pleasant surprise to open up the newspaper and find your article on the tobacco companies. It was also on our local TV news. How can I get a copy of the July 1985 issue of the New York State Journal of Medicine? I'm sure it would be useful to me.

When you were in Anchorage, we briefly discussed a teens smoking cessation program I teach. In terms of cessation it has not been very successful, however in other areas such as practicing refusal skills, communication skills, and stress management we feel we are making some steps forward.

This year we plan to put more emphasis on prevention by offering a health class and also have a media month. We are just beginning the planning and are open to suggestions. Do you have any media blurbs or ideas for doing a media event aimed at youth and the community at large on the issue of smoking prevention, cessation or awareness? I would appreciate your time in this matter. I look forward to hearing from you.

I am enclosing an article I wrote for the local newspaper. I thought you might be interested in reading it.

Sincerely,

Nancy Morgan

Nancy Morgan
Health Educator

THE UNIVERSITY OF MICHIGAN

SCHOOL OF PUBLIC HEALTH

DEPARTMENT OF HEALTH PLANNING AND ADMINISTRATION

NEW YORK STATE
JOURNAL OF MEDICINE

AUG 27 1985

ANN ARBOR, MICHIGAN 48109-2029

August 20, 1985

Alan Blum, M.D.
Editor
New York State Journal of Medicine
420 Lakeville Road
Lake Success, NY 11042

Dear Alan:

Would you please send me three copies of the "all tobacco" issue of the
New York State Journal of Medicine printed in July?

Thank you very much.

Best regards,



Kenneth E. Warner

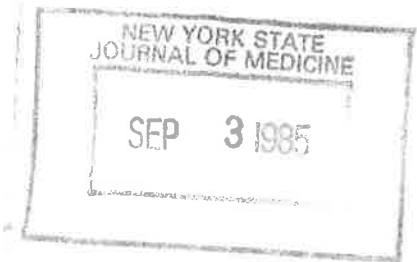


DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

Rockville MD 20857

August 26, 1985



Alan Blum, M.D.
Editor
New York State Journal
of Medicine
420 Lakeville Road
P.O. Box 5404
Lake Success, N.Y. 11042

Dear Alan:

Thanks so much for the current issue of the New York State Journal of Medicine. I thought the first issue you devoted to smoking would be hard to top--but this one is particularly impressive.

In return, I am enclosing a copy of the 1984 Surgeon General's Report--it is hot off the presses this week. It took us almost a year to get the final version out. If you want additional copies, please let me know.

Sincerely yours,

Donald R. Shopland
Acting Director
Office on Smoking and Health

Enclosure

Book in box

Centers for Disease Control
Atlanta GA 30333

26 August 1985

SEP 3

Alan Blum, MD
Editor
New York State Journal of Medicine
420 Lakeville Road
P.O. Box 5404
Lake Success, NY 11042

Dear Dr. Blum:

Congratulations on producing another valuable issue of NYSJM devoted to smoking. Several of us at the CDC remain very interested in the subject. I believe that you already know my officemate, Craig White. You probably also know Ron Davis, who expects to devote his third year at the CDC to studying smoking. I met you while I was a family practice resident in Worcester, Massachusetts, and I spoke with you last year about a paper I presented in Mexico City. I thought you might appreciate some informal followup on my experience.

The paper was on the prevalence of smoking in the U.S. The audience consisted of health educators from Latin America. Many of these health educators smoked as I presented the U.S. experience. Some smoked even after the moderator requested that smokers refrain during presentations. Most of the smokers were women. I mentioned that your Journal was interested in articles about smoking in other countries. There was an underwhelming response.

I am not surprised that women in developing countries smoke. Smoking is clearly perceived as a way to assert oneself, important in the macho climate of much of Latin America. Obviously, those women will pay dearly for their choice of social expression. It particularly bothers me that many of those women probably use oral contraceptives as well, markedly increasing their risk of cardiovascular disease. I predict an epidemic of cardiovascular disease among Latin American women during the next decade.

Incidentally, I am currently studying the prevalence of combined oral contraceptive use and smoking in this country. I will present preliminary findings at the Smoking and Reproductive Health conference in San Francisco in October. I suspect I will see you there.

May I impose upon you for 2 extra copies of the July 1985 Journal for my personal library? I would appreciate it.

Once again, congratulations.

Sincerely,

A handwritten signature in cursive script, appearing to read "G. Goldbaum".

Gary Goldbaum, MD
Medical Epidemiologist
Behavioral Epidemiology
and Evaluation Branch
Division of Health Education
Center for Health Promotion
and Education

These references and tables have been compiled to provide the reader with a rapid introduction to an extraordinarily complex topic. What follows has been selected from a large literature reviewed over the past two years. This is the first listing of this sort I have attempted. Please let me know of ways in which the collection can be improved.

John Slade, M. D.
Department of Medicine
UMDNJ - Rutgers Medical School
New Brunswick, New Jersey 08903

REFERENCES

Special Issues of Journals

The New York State Journal of Medicine, December 1983 (Volume 83, No. 13) and July 1985 (Volume 85, No. 7). The first has been reprinted as The Cigarette Underworld and is available for \$9.50 (plus \$1.50 postage) from Lyle Stuart Inc., 120 Enterprise Avenue, Secaucus, NJ 07094. The second is available for \$7.50 from the New York State Journal of Medicine, P. O. Box 5404, 420 Lakeville Road, Lake Success, NY 11042. Both issues contain important original contributions and reviews.

JAMA, November 23/30, 1984 (Volume 252, No. 20) and May 24/31, 1985 (Volume 253, No. 20). Less ambitious than the NYSJM issues, but both contain useful material.

Books

The Smoke Ring by Peter Taylor. 330 pp. New York, Pantheon Books, 1984. \$18.95. An investigative journalist examines the tobacco industry.

A Smoking Gun: How the Tobacco Industry gets away with Murder by Elizabeth M. Whelan. 244 pp. Philadelphia, George F. Stickley Co, 1984. \$15.95. A public health worker covers the same ground with another perspective.

Articles

Fielding JE. Smoking: health effects and control. N Engl J Med, (two parts) Aug 22 and Aug 29, 1985; 312(8 & 9):491-498 and 555-561. Succinct, fairly traditional overview; useful summary of major evidence of complications of tobacco use and introduction to some common control strategies.

Keillor G. End of the Trail. The New Yorker, Sept 17, 1984; page 45. A posse closes in on the last known group of smokers in the country. The action takes place in the Donner Pass, where a group of settlers was trapped in a notoriously severe blizzard more than 100 years ago.

King S. Quitters, Inc. Night Shift, 1976; pages 213-233. A smoking cessation program with a 98% success rate.

Schachter S. Recidivism and self-cure of smoking and obesity. American Psychologist, 1982; 37(4):436-444. Explores the seeming paradox that smoking cessation and weight control programs have low success rates, yet large numbers of people manage to achieve control of these problems, apparently "on their own."

Warner KE. Cigarette advertising and media coverage of smoking and health. N Engl J Med, Feb 7, 1985; 312(6):384-388. (Letters in response to this article appear in the June 27 issue, pages 1710-1713.) Explores ways in which editorial judgements may be influenced by tobacco advertising. Discusses some control measures. The letters in response to this article add to the discussion in several important respects.

TABLES

1. World cigarette production
2. The largest tobacco companies in the Western world
3. How the money for a pack of cigarettes is distributed
4. Market shares of the U. S. cigarette market, 1982
5. Ranking of cigarette company advertising in the USA
6. Market segmentation in the US cigarette industry
7. Recognition of disguised cigarette ads by brand name among junior high school students in Australia
8. Advertising expenditures for cigarettes, USA
9. Cigarette advertising for sale in a New Jersey hospital
10. Inside a carton of Winston 100s, June, 1985.
11. Where there's smoke, there's controversy.

News & Record

Greensboro, North Carolina

NEW YORK STATE
JOURNAL OF MEDICINE

AUG 28 1955

Alan,

Here are several copies of the two stories we wrote on the Journal's smoking issue. A third may be done by our religion writer if she sees merit and has time.

Personally, I thought the issue is full of thought-provoking and challenging questions. It illustrates well the contradictions inherent in the issue. Examples: the perfect cover; and the articles on religion, drug stores, doctors and the media. Keep in touch.

Best,

Larry

TEL-AVIV UNIVERSITY

SACKLER SCHOOL OF MEDICINE

Department of Preventive and Social Medicine

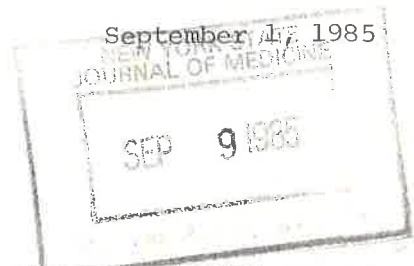


אוניברסיטת תל-אביב

הפקולטה לרפואה - ביה"ס לרפואה ע"ש סאקלר

החוג לרפואה מונעת וחברתית

Dr. Alan Blum, M.D.
Editor, New York State Journal of Medicine
420 Lakeville Road
Lake Success, NY 11042



Dear Dr. Blum,

Congratulations! You deserve the Nobel Prize! It's a wonderful out-of-this-world issue! I certainly hope that it gets the publicity and distribution it deserves. Also glad to learn that the first issue has come out in book form -- a terrific idea!

Your son's idea also deserves recognition -- wouldn't it be great if adults were as smart as their children! My son has also come up with some interesting ideas, posters, and designs for anti-smoking materials.

By the way, my booklet in Hebrew has just come out here -- enclosed is a copy. I managed to include the section on cigarette manufacturers that was excluded (without my consent) from the English version (see enclosed page). I still haven't received payment from the Guide Books publisher for it, so I'll probably register a complaint with the Better Business Bureau in Connecticut. In any case, the rights will revert to me soon, so I plan to republish it, but this time with revisions the way I want it. At least the whole thing has been an interesting learning experience.

If at all possible, I would appreciate your sending a copy of the July issue to my parents -- I'll be glad to reimburse you if you wish:

Mr. and Mrs. William Papier
1023 S. Remington Rd.
Columbus, Ohio 43209

Has a copy been sent to Amos Hausner? He hadn't yet received one when I spoke with him the other day.

Several members of the Israel Society for the Prevention of Smoking are currently in the U.S. -- one topic they'll bring up is that of your visit to Israel. We have informed Mr. Shane (the American philanthropist in California who is raising money for Israel's anti-smoking campaign), of your idea to ask Dr. Sackler for funds for that purpose. I'll let you know the results of their visit as soon as they return. Our Society is starting to have some financial difficulties (typical of Israel at this time); I'm trying to raise money for a newsletter (one in Hebrew and one in English), but at the moment we're having trouble even paying the rent of our office... I hope that we will not have to close down for lack of funds. I believe that we can generate donations through a newsletter appeal in the U.S., but we're still searching for funds for the first one.

With best wishes and again congratulations on a superb issue!

Sincerely,

Cheri

Cheri Papier

enc.



GASP of Massachusetts

A chapter of Group Against Smoking Pollution

25 Deaconess Road, Harris Hall #421, Boston, MA 02215 • (617) 266-2088

Sept. 5, 1985

New York State Journal of Medicine
420 Lakeville Road
P.O. Box 5404
Lake Success, NY 11042

Dear NYSJ:

Please send me 50 copies of your special July 1985 issue --
The World Cigarette Pandemic, Part II. It was nothing short of
sensational, thorough, scholarly and undoubtedly will be used as a
resource for many years to come.

Enclosed is a check for \$200 for 50 copies at \$4 per copy --
the rate for contributors.

Thanks again for an excellent issue.

Sincerely,

Edward L. Sweda, Jr.

Edward L. Sweda, Jr.

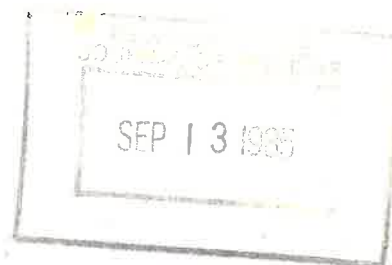
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THE UNIVERSITY OF MICHIGAN

SCHOOL OF PUBLIC HEALTH

DEPARTMENT OF HEALTH PLANNING AND ADMINISTRATION

ANN ARBOR, MICHIGAN 48109-2029



September 9, 1985

Alan Blum, M.D.
Editor
New York State Journal of Medicine
420 Lakeville Road
Lake Success, NY 11042

Dear Alan:

Thanks for the copy of the second cigarette pandemic issue. My reaction, quite seriously, is to explode in a bunch of comic book terms: Wow! Pow! Zap! In short, it is extraordinarily impressive. It's a bit depressing, too, to think that I've got two hundred pages of must reading that I hadn't anticipated. I am looking forward to that chore, however. *

Once again, Alan, you have reconfirmed your position as one of the most committed and effective practitioners of the art of preventive medicine.

Is Part III in the works?

Best regards,

Kenneth E. Warner

KEW/kmv

* This was dictated a while ago. I've now read nearly every word, and my enthusiasm is not lessened. Amazing story about your successor at Med J Aus.

JAMA

THE JOURNAL of the American Medical Association
Deutsche Ausgabe
im Verlag Kirchheim · 6500 Mainz · Kaiserstraße 41

016-294
NEW YORK STATE
JOURNAL OF MEDICINE

SEP 20 1985

Redaktion JAMA-Deutsche Ausgabe · Auf'm Hennekamp 32 · 4000 Düsseldorf

Medical Society
420 Lakeville Rd.
Lake Success
New York 11042

U S A

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Auf'm Hennekamp 32 · 4000 Düsseldorf
Telefon (02 11) 31 67 38

September 9, 1985

Dear sirs,

as the editors of the German JAMA edition we read with interest the edition September 6th, 1985 of the American Medical News where the New York State Journal of Medicine, the World Cigarette Pandemic Part II was mentioned.

It would be very kind of you to envoy us a copy of this Journal.

Please inform us too how eventually some films and pictures of the Journal could be bought in order to illustrate the German text against smoking of physicians.

Yours sincerely,


Viktor Jörgens MD


Michael Berger, MD



City of Toronto
Department of Public Health

City Hall, Toronto, Ontario, Canada M5H 2N2

A. S. MACPHERSON, M.D., M.Sc.,
Medical Officer of Health

Reply Attention: Ronald Labonte

Telephone: 947-7450

September 10, 1985

Dr. Alan Blum
 New York State Journal of Medicine
 420 Lakeville Road
 Post Office Box 5405
 Lake Success, New York
 11042
 U.S.A.

Dear Alan:

I've talked with you briefly at the 12th World Conference shortly after your enjoyable presentation. I would appreciate receiving any materials you have related to the smoking issue, particularly a copy of any posters you've produced, photographs of some of the advertising campaigns you've undertaken, and, of course, the special addition of your journal. If you have any information on DOC, particular the number of physicians involved and the number of chapters that have been established, I would find it useful in preparing my article on the conference for the Canadian Medical Association Journal.

You also invited me to do some writing for your journal. Could you please send me a few back issues to let me see what kind of style would be appropriate, as well as any information on topics that might interest you (if any) and article formats.

Incidentally, I will be negotiating with a high school in Toronto shortly to introduce a fairly innovative program on smoking and health for which the materials you send me on that topic will be very useful.

Yours truly,

Ronald Labonte
 Health Educator
 Community Health Promotion & Advocacy

RL/hp



September 13, 1985

Alan Blum, M.D.
Editor
New York State Journal of
Medicine
Medical Society of the State
of New York
420 Lakeville Road
Lake Success, New York 11042

Dear Dr. Blum:

It is my pleasure to invite you to participate in the International Summit of Smoking Control Leaders to be held in Washington, D.C., September 17-20, 1985.

A priority recommendation of the 5th World Conference on Smoking and Health held in Winnipeg, Canada in 1983 called for regular international planning meetings on smoking control involving a small group of selected leaders from certain countries. The purpose of these meetings, which would take place in the interim between the large quadrennial World Conferences, is to sharpen the focus of smoking control and to facilitate and speed implementation of recommendations from the previous World Conference.

The American Cancer Society accepted the challenge of sponsoring the first such international meeting in the fall of 1985. It was agreed that in this first meeting, special emphasis will be given to the most advanced and successful initiatives and programs.

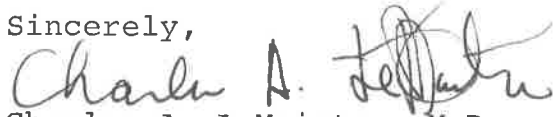
A planning committee for the meeting, designated the International Summit of Smoking Control Leaders, identified three topics to be addressed:

1. Coalition building for national smoking control legislation
2. Organizing for smoking control advocacy and legislation at the local level, and
3. Countering tobacco strategies through the media.

AMERICAN CANCER SOCIETY, INC.
90 PARK AVENUE, NEW YORK, N.Y. 10016 • 212-599-8200

As one of this country's recognized leaders, your presence is vital. I hope you can arrange your schedule to participate.

Sincerely,

A handwritten signature in dark ink, appearing to read "Charles A. LeMaistre". The signature is fluid and cursive, with the first name "Charles" being the most prominent.

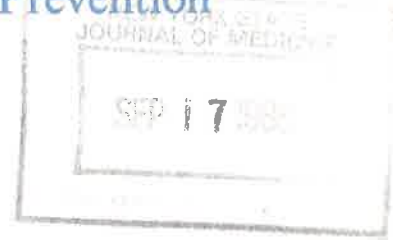
Charles A. LeMaistre, M.D.

Chairperson

International Summit of Smoking
Control Leaders

Dana Road
Valhalla, New York 10595
Telephone: (914) 592-2600

Naylor Dana Institute for Disease Prevention American Health Foundation



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320 East 43rd Street
New York, New York 10017
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September 16, 1985

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Alan Blum, M.D.
Editor
New York State Journal of Medicine
420 Lakeville Road
P.O. Box 5404
Lake Success, NY 11042

Dear Alan:

You again did a magnificent job assembling a number of key writers on the question of cigarette smoking in the July 1985 issue of your Journal.

You have our congratulations and full support.

Sincerely yours,

John H. Weisburger
John H. Weisburger, PhD, MD (hc)
Vice President for Research
Director, Naylor Dana Institute

JHW:eo

JOHN H. WEISBURGER, Ph.D., M.D.h.c.
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Founder and Chairman Emeritus



JIMMY CARTER

September 20, 1985

To Dr. Alan Blum

Please accept my thanks for participating in the Carter Center's first symposium on conflict resolution. I hope that the strength of the emerging friendships and substantive consensus continues to develop. I appreciate your thoughtful remarks and value your contribution to our work.

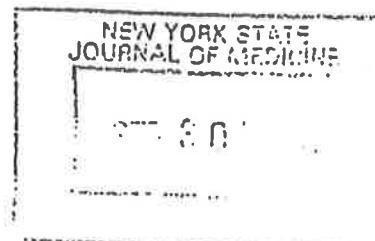
The success of the meeting was largely due to the willingness of the parties to put aside official titles and deal with each other as individuals.

I was personally moved by the genuineness of the spirit of cooperation. Our meeting at Callaway Gardens will be an experience long remembered by all of us.

Sincerely,

A handwritten signature in cursive script, reading "Jimmy", with a horizontal line above it.

Dr. Alan Blum
Editor
New York State Journal of Medicine
Medical Society State of New York
Post Office Box 5404
Lake Success, New York 11042



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Singer, New York
Toronto, Ontario

September 30, 1985

Dr. Daniel F. O'Keeffe
President
Medical Society of the State of New York
420 Lakeville Road
P.O. Box 5404
Lake Success, New York
U.S.A.
11042

Dear Dr. O'Keeffe:

The attached letter says it all. Thank you for the leadership.

Yours sincerely,

Garfield Mahood
Executive Director

Encl.

GM/gh

Office of the

OCT 7 1985

REFERRED TO:

Dr. O'Keeffe
cc Dr. Lawrence
Dr. Blum ✓

NEW YORK STATE
JOURNAL OF MEDICINE

OCT - 8 1985



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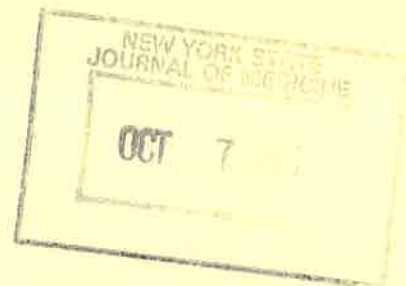
Dr. Donald T. Wigle, Chief
Non-Communicable Disease
Division
Health and Welfare Canada

D. J. Wright, Q.C., Counsel
Lang, Michener, Cranston,
Farquharson & Wright
Toronto, Ontario

FOR PUBLICATION

September 30, 1985

The Editor
New York State Journal of Medicine
420 Lakeville Road
P.O. Box 5404
Lake Success, New York
U.S.A.
11042



Dear Editor:

On behalf of my membership in Canada, I wish to commend your Journal for its July 1985 issue, "The World Cigarette Pandemic, Part II". This is a truly outstanding publication.

The Fifth World Conference on Smoking and Health hosted in Canada in 1983 identified social and political advocacy as the key to the tobacco pandemic. If the World Conference gave legitimacy to the advocacy approach, this issue of the Journal combined with your December 1983 publication to provide the knowledge required to get on with the job.

I believe that these publications represent one of the greatest contributions to the tobacco fight in this decade. We all thank you for the leadership. Kudos!

Yours sincerely,

Garfield Mahood
Executive Director

Encl.

GM/gh

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666 Elm Street ■ Buffalo, New York, 14263



David Axelrod, M.D.
Commissioner of Health

John R. Wright, M.D.
Institute Director

September 30, 1985

To: Cancer Communications System
From: Russell Sciandra *RS*
Subject: NEW YORK STATE JOURNAL OF MEDICINE

Last year I distributed copies of an edition of the NEW YORK STATE JOURNAL OF MEDICINE devoted to the Cigarette Pandemic. I am happy to include the table of contents of a second edition, which if anything is even better. Unfortunately we don't have the money to provide copies to you all this time.

Ordering information is below. I think you will find it well worth the investment. The table of contents is attached.

ORDERING ADDITIONAL COPIES

Additional copies of this issue are available for \$7.50 postpaid (foreign, add postage) from *New York State Journal of Medicine*, PO Box 5404, 420 Lakeville Road, Lake Success, NY 11042, Tel: (516) 488-6100. (Reduced prices on bulk orders (foreign, add postage): 2-9 copies—\$7.00 each; 10-24 copies—\$6.50; 25-49 copies—\$6.00; 50-99 copies—\$5.50; 100-149 copies—\$5.00; 150-500 copies—\$4.00.)

A free copy of this issue will be sent with every new one-year subscription (\$25 US + Canada, \$30 foreign). Copies of *The Cigarette Underworld* (December, 1983 issue) are available for \$9.95, plus \$1.50 postage, from Lyle Stuart Inc, 120 Enterprise Ave, Secaucus, NJ 07094.

October 10, 1985

John Slade, M.D.
St. Peter's Hospital
New Brunswick, N.J. 08903

Dear John:

Just a note to thank you again for inviting me to speak at your pioneering course on tobacco. Also I would like you to consider submitting a manuscript describing the origins and objectives of the course, the experiences you have had with it, and the outcome of the course (eg, specific involvement of course members in various projects, plans to develop it into a component of the medical curriculum).

If you are planning to submit another grant, then such a review could assist you in organizing and writing your proposal. It would also serve as an ideal follow-up to your articles in the July issue of the Journal. Clearly, you will have faced some obstacles and skepticism in teaching the concepts you described in "A disease model of smoking," and it would be important to describe any such problems, so as to call attention to barriers to teaching the subject. Lastly, it would stimulate interest in the eventual book you are planning. (Such a book would take quite a bit longer to publish compared to an article in the Journal.)

I hope we'll stay in constant touch. Please let me know if you will tackle the article.

Warmly,

Alan Blum, M.D.
Editor

AB:mja

JAMA

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Redaktion JAMA-Deutsche Ausgabe · Auf'm Hennekamp 32 · 4000 Düsseldorf

Alan Blum, M.D.
Editor
New York State Journal of
Medicine
420 Lakeville Road
P.O. Box 5404

Lake Success, N.Y. 11042
U S A

OCT 21 1985

Herausgeber:

Dr. med. V. Jörgens und Prof. Dr. med. M. Berger
Medizinische Klinik der Universität Düsseldorf

Sekretariat:

Auf'm Hennekamp 32 · 4000 Düsseldorf
Telefon (02 11) 31 67 38

October 15, 1985

Dear Dr. Blum,

thank you for your letter of October 1st, 1985. In the next German JAMA edition your two special issues on smoking problems will be mentioned. We will envoy you a copy of the Journal in November.

You asked for somebody who would be able to write a comprehensive review of the health care system in West Germany. Soon we will give you the address of a physician who worked for a long time in the United States and who would be able to write an article about the West German medical system.

We just returned from the organization of a workshop for diabetologists of all countries of East Europe, if you are interested in, we can give you information about english speaking physicians in nearly all countries of Eastern Europe who would be able to write about their medical system as well.

If you are interested in a guest editorial by our group: we are especially engaged in the field of diabetes education as well type I as type II diabetes. We could easily give an overview over the literature in diabetes education if you are interested in such an editorial.

Some reprints of recent publications of our group are enclused in this letter.

What concerns your question about the possibility to give a slide talk overview on the world cigarette pandemic and what physicians in various countries are doing to end it: we can not give you a precise date for an invitation at the moment to speak in a medical meeting in Germany but we will inform you as soon as possible if that might be feasible.

Thanks again for your letter.

Sincerely

Viktor Jörgens, M.D.

Prof. Michael Berger, M.D.

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October 23, 1985

Alan Blum, M.D., Editor
New York State Journal of Medicine
420 Lakeville Road
P.O. Box 5404
Lake Success, New York 11042

Dear Dr. Blum:

May I compliment you on the extraordinary July 1985 issue of the New York State Journal of Medicine dealing with the perils of smoking. It was a magnificent contribution to the public welfare.

As immediate past President of the New York State Bar Association, I am bringing the Journal to the attention of some of our interested Bar committees for what I hope will be appropriate recognition.

I know that we lawyers and doctors are looking for ways to work together. This seems to be an ideal issue.

I still miss Milt Rosenberg as I know you all do. I am hopeful of having the pleasure of meeting you and your other colleagues some day.

Yours truly,

Henry G. Miller

HGM:smr

cc: Daniel F. O'Keeffe, M.D., President

Allison B. Landolt, M.D., Past-President





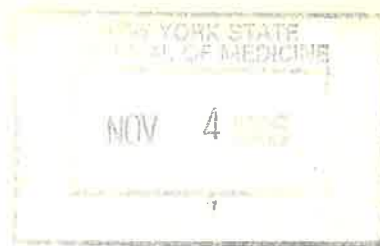
NEW YORK STATE JOURNAL OF MEDICINE

420 Lakeville Road, P.O. Box 5404, Lake Success, N.Y. 11042 • (516) 488-6100

Editor: Alan Blum, M.D.

October 29, 1985

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



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?*

016 - 326

Editor: Ian Munro MB MRCP
Deputy Editors: Robin Fox MB
David Sharp MA



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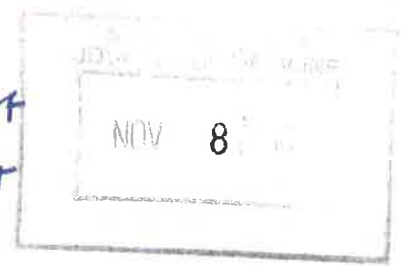
Nov 2

Dear Alan,

We have at last
contrived to comment
on your splendid
July issue. We need
more editors like you.

I learn that the
chair is soon to be
empty again at the MTA.

Who will be so rash as
to sit in it? Kindest regards
Krtin





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November 4, 1985

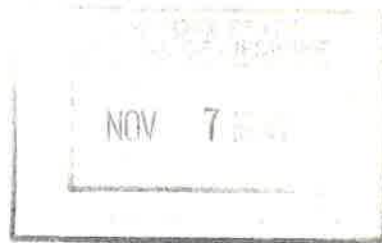
Allan Blum
Editor, NYSJM
420 Lakeville Road
Lake Success, NY 11042

Dear Dr. Blum,

Pursuant to our earlier conversation, enclosed is the program for the upcoming meeting in which you will be participating. Kindly note your assigned time and date of the lecture. As per your suggestions, kindly proceed with the preparation of about 125 copies of the NYSJM which will be used as an hand-out for your talk. I look forward to your participation.

Sincerely yours,


Farouque A. Khan, M.D.
Chief, Pulmonary Medicine
FK:ti





The Middlesex Hospital Medical School

(University of London)

Department of Community Medicine

Dr Keith Ball M.B., F.R.C.P.
Senior Lecturer in Preventive Medicine
and Cardiology

Horace Joules Hall
Central Middlesex Hospital
London NW10 7NS
Telephone 01-965 6393

Dr. Alun Blum,
Editor,
New York State Journal of Medicine,
420 Lakeville Road,
P.O. Box 5404,
Lake Success,
N.Y. 11042,
USA.

11th November 1985.

Dear Alun,

I thought you might like to see a copy of a Lancet Leader. I was asked to write on your excellent publication (unsigned!).

With best wishes.

Yours ever,

Keith Ball.

Encl.

San Juan has had a great impact. Norbi was grateful of for interest & support.

UNIVERSITY OF CALIFORNIA, LOS ANGELES

UCLA

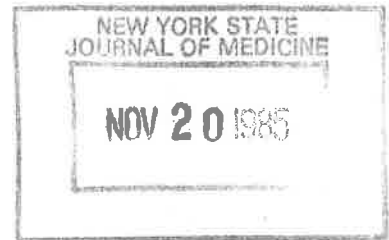
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November 12, 1985



Dr. Alan Blum, Editor
New York State Journal of Medicine
420 Lakeville Road
Lake Success, N.Y. 11042

Dear Dr. Blum:

Would you be kind enough to send Dr. Fielding the July issue 1984 of the New York State Journal of Medicine.

Dr. Fielding wished to express his admiration for the July set of articles and will be happy to pay whatever charge is required.

Enclosed please find a copy of Dr. Fielding's article from the New England Journal of Medicine, "Smoking, Health Effects & Control."

Thank you.

Sincerely,

A handwritten signature in cursive script, appearing to read "Doreen Ostro".

Doreen Ostro
(Secretary to Dr. Jonathan Fielding)

Encl.

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NOV 25

November 21, 1985

Alan Blum, MD,
Editor,
New York State Journal of Medicine,
420 Lakeville Road, P.O. Box 5404,
Lake Success NY 11042

Dear Alan,

Unfortunately I arrived late for Bill Foege's session at APHA on Monday, and left when he did because I wanted to see him get his John Snow Award; so I wasn't able to meet you face to face as I had hoped to.

I did, however, hear and see all of your splendid presentation. It was one of the highlights of the meeting, so far as I was concerned. All that I had heard about your brilliant exposition of this theme when I was in Australia a couple of months ago was abundantly confirmed.

One consequence of this is that you will be getting at least one invitation to come to Canada to give the same talk, or one very like it. Perhaps you will get more than one... I hope we will be able to meet on that occasion.

Can you spare me a copy of each of the two issues you have produced on smoking? I think the second of these may have been the issue before we began getting your journal as part of the regular exchange with the Canadian Journal of Public Health. I would be most grateful if you could manage to locate a copy for me. As you may know, if you have had a chance to see the new Maxcy-Rosenau, Jonathan Fielding used your first special issue as his principal source for the chapter on smoking. I may well want to use the second one for something I am writing at present.

Kind regards,

Sincerely,

John M. Last MD,
Professor

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DEC - 6 1985

December 3, 1985

Alan Blum, M.D.
Editor
New York State Journal of Medicine
420 Lakeville Road, P.O. Box 5404
Lake Success, N.Y. 11042

Dear Dr. Blum:

I very much enjoyed your letter of November 25th. I do indeed intend to follow up on this initiative.

It is my hope that we will be able to get together in the near future.

I have sent your suggestion about a guest commentary from the State Bar to our current President, Justin Vigdor.

I look forward to working together in the future.

Yours truly,

Henry G. Miller

HGM:ro





46-392

Fight Lung Disease Give to Christmas Seals®

December 10, 1985


Alan Blum, M.D.
Editor
N.Y.S. Journal of Medicine
P.O. Box 5404
Lake Success, NY 11042

Dear Dr. Blum:

I wish to thank you and the Medical Society of the State of New York for providing us with 440 copies of the special "Smoking" issue, (July 1985), at cost.

These copies will go a long way towards increasing the knowledge of the State Board, Affiliate Board members, Committee members, and others in our network across the state so they can better inform those they are in contact with concerning this issue. Many thanks for your assistance in this ongoing battle.

Sincerely,



Kenneth C. Scallon
Director of Program Development

KCS/mo

CC: Marietta Jones, President
Philip Woodrow, Executive Director
Geraldine Danzig, Affiliate Executive Director



AMERICAN LUNG ASSOCIATION of New York State, Inc.
8 Mountain View Ave., Albany, New York 12205 (518) 459-4197

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NEW YORK STATE
JOURNAL OF MEDICINE

DEC 13 1985

NewAge

December 11, 1985

NEW YORK STATE
JOURNAL OF MEDICINE

DEC 16 1985

Alan Blum
New York State Medical Society
420 Lakeville Road
Lake Success, NY 11042

Dear Dr. Blum:

I enjoyed speaking to you today regarding the article I am writing for New Age about cigarette promotions in Third World countries.

As you suggested, this note is requesting copies of your December 1983 and July 1985 issues about smoking. Please send them to my home address:

Kimberly French
32 Fayette Street
Cambridge, MA 02139

Thanks for your help.

Sincerely yours,

Kimberly French

Kimberly French

Dear Alan - The original of this will accompany a copy of
the July issue - it will be an excellent reference source for the
paper. I haven't written a letter to the Editors for awhile so
December 13, 1985 maybe they will publish it. I
wrote it as much for you as
anything. I think of you often
and how much you do for us
all ————— (over)

Letters to the Editor
The Arizona Republic
Phoenix, Arizona

Dear Editor:

Your December 13 editorial on AMA's proposed ban on
cigarette advertising (Doctors Aim At Wrong Target) contains
a significant error. You claim that cigarette advertising
seeks not to transform nonsmokers into smokers but to
establish brand loyalty. To be sure the tobacco industry,
as does any other, promotes brand loyalty, however cigarette
marketing strategy is aimed at a very large segment of non-
smokers - our children.

Despite the industry's widely publicized "Helping Youth
Decide", a transparent piece of PR propaganda, they
continue to pitch glamour and sex to that vulnerable age
group. LIGHT MY LUCKY! Advertising works. That is why
smoking is steadily increasing among the young, particularly
girls.

In a recent issue of the N.Y. State Journal of Medicine
devoted to The World Cigarette Pandemic, editor Dr. Alan
Blum not only makes a case for banning advertising but goes
further. In his editorial he states, "In view of years of
misleading advertising, tobacco companies should be forced
to foot the bill for prime-time corrective advertising,
designed by advertising agencies under the direction of
health promotion experts."

Our annual smoking and health bill is 39 billion dollars
yet the tobacco industry not only remains free of any respon-
sibility for product use - and it maims and kills thousands
daily - they stand on their "legal" right to advertise and
continue to exploit the young by portraying smokers as
glamorous and "adult".

Tobacco is an addictive drug. The earlier the habit is
formed, the more entrenched it will be. The tobacco people,
like all other drug pushers, know that and they want our
kids. It's as simple as that.

Yours truly,
Joyce H. Porter
Joyce H. Porter

6625 N. 14th. St.
Phoenix, Arizona 85014

The attitude of The Republic has changed greatly in 12 years. When we were working to get our first law passed — the coverage of its progress was always slanted — at best. There are some nonsmokers in power now, and even though they are not always in possession of all the facts, we do get the news about the smoking issue.

I went to see the new director of the Heart Association a few months back — and took him a copy of the Journal. He is a very nice, clean cut, intelligent young man. We had an immediate rapport but he was a little shookup about my strong suggestions about how to tell his employees to quit smoking in the building. His plan was to deescalate (sp?) — gradually get them to stop by a certain date. I told him he had all the courage in the world to get the job done. Said I'd check back —
He loved your Journal. More later, J

FLORENCE J.OF SURGERY FIRENZE CHIRURGICA

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SOCIETA' EDITORIALE
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50123 FIRENZE
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December 17, 1985

Florence

Lyle Stuart Inc.
120 Enterprise Ave
Secaucus, NJ 07094

Dear Sirs:

Please send me one copy of "The Cigarette Underworld" (December, 1983 issue of the New York State Journal of Medicine.)

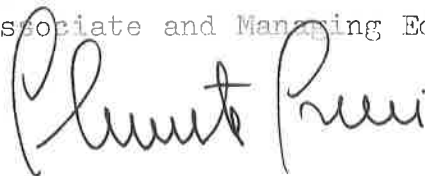
I trust that payment is not necessary, since there is a reciprocal subscription program in effect between us.

Thank you.

Sincerely yours,

Clemente Crisci, M.D.

Associate and Managing Editor



LUIGI TONELLI
Editor-in-Chief
Fondatore ed Editore



CLEMENTE CRISCI
Associate and Managing Editor
Direttore e Redattore responsabile

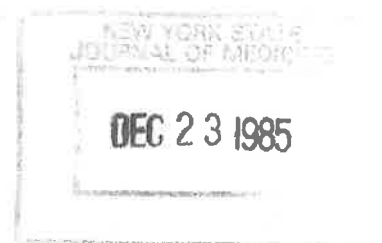
THE UNIVERSITY OF MICHIGAN

SCHOOL OF PUBLIC HEALTH

DEPARTMENT OF HEALTH PLANNING AND ADMINISTRATION

ANN ARBOR, MICHIGAN 48109-2029

December 19, 1985



Alan Blum, M.D.

Editor

New York State Journal of Medicine

420 Lakeville Road

Lake Success, NY 11042

Dear Alan:

I just learned that you have written an editorial to accompany my paper on ^{the} cigarette excise tax for JAMA. I was very pleased to learn that we would appear together, for the first time since your first all-tobacco issue, I think. I understand that Dr. Lundberg has decided to hold our contributions for the next JAMA tobacco theme issue, to be published in February. That sounds great to me, as it should help to keep up the momentum which has been established over the year through publication of your second theme issue, JAMA's contributions, and particularly the policy recommendations and media coverage of them of organizations like the AMA and the American Heart Association.

I don't know whether you share my sense of excitement and optimism about all the "action" at present, but it gives me real good feelings about the prospects for progress in 1986.

Independent of that, I hope that 1986 is a most satisfying and productive year for you.

Best regards,

A handwritten signature in cursive script, appearing to read "Ken Warner".

Kenneth E. Warner

KEW/kmv



OF THE CITY UNIVERSITY
OF NEW YORK

THE MOUNT SINAI MEDICAL CENTER

ONE GUSTAVE L. LEVY PLACE • NEW YORK, N.Y. 10029



Mount Sinai School of Medicine • The Mount Sinai Hospital

Kurt W. Deuschle, M.D.
Ethel H. Wise Professor of Community Medicine
Chairman, Department of Community Medicine

December 19, 1985

DEC 26 1985

Alan Blum, M.D.
N.Y.S. Journal of Medicine
420 Lakeville Rd.
Lake Success, N.Y.

Dear Dr. Blum:

Your presentation to the Mt. Sinai Medical Students was more than spectacular! It was exciting, informative and "mind-boggling". The students were given a rare treat in witnessing your bridging the scientific knowledge to the political social action aspects of medicine.

I was enormously impressed and I am, therefore, also grateful to Ms. Jill Baron for her role in bringing you to our medical school.

With best wishes for a happy holiday season, I am

Sincerely,

Kurt W. Deuschle

KWD/sv
cc: Ms. Jill Baron



MEMORANDUM

MEDICAL SOCIETY OF THE STATE OF NEW YORK
420 LAKEVILLE ROAD, LAKE SUCCESS, N.Y. 11042 (516) 488-6100

December 23, 1985

To: Alan Blum, M.D.

From: Ronnie Maher

Re: Sale of July, 1985 issue of NEW YORK STATE JOURNAL OF MEDICINE
in multiples of five or more

Orders of 5	- - - - -	10	50
" " 6	- - - - -	6	36
" " 7	- - - - -	2	14
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" " 70	- - - - -	1	70
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" " 300	- - - - -	2	600
" " 440	- - - - -	1	440

2,346



MEMORANDUM

MEDICAL SOCIETY OF THE STATE OF NEW YORK
420 LAKEVILLE ROAD, LAKE SUCCESS, N.Y. 11042 (516) 488-6100

December 27, 1985

To: Alan Blum, M.D.

From: Ronnie Maher

Re: Sale during the year 1985 of December, 1983 issue of
NEW YORK STATE JOURNAL OF MEDICINE in multiples of
five or more.

Orders of	5	-	-	-	-	-	-	-	4	20
" "	6	-	-	-	-	-	-	-	2	12
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" "	35	-	-	-	-	-	-	-	1	35
" "	75	-	-	-	-	-	-	-	1	75
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" "	150	-	-	-	-	-	-	-	1	150

614



STATE OF CONNECTICUT
DEPARTMENT OF HEALTH SERVICES

OFFICE OF COMMISSIONER

Alan Blum, M.D., Editor
New York State Journal of Medicine
420 Lakeville Road
P.O. Box 5404
Lake Success, N.Y. 11042

Dear Alan:

You've got another winner! Thanks for sending me a copy of "The World Cigarette Pandemic -- Part II". You can be sure it will get wide distribution in this department.

Secretary Heckler just named me to the new HHS Committee on Smoking that was created by the last Congress. In addition, our staff has continued to work with local companies on smoking cessation and two of our large insurers have restricted smoking. The Connecticut Mutual Life Insurance and the Aetna are becoming very aggressive on this issue and I have enclosed a copy of an article in this morning's Hartford Courant to show you that we are making progress.

I, like you, am firmly convinced that we have to do more to reduce the effect of promotion of cigarettes on our society. Keep up the good work. Best wishes.

Sincerely,

Douglas S. Lloyd, M.D., M.P.H.
Commissioner

DSL:mlp