

THE UNIVERSITY OF MICHIGAN

SCHOOL OF PUBLIC HEALTH

DEPARTMENT OF HEALTH PLANNING AND ADMINISTRATION

JOURNAL OF MEDICINE

JAN 9 1984

ANN ARBOR, MICHIGAN 48109-2029

January 6, 1983

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

Dear Alan:

Thanks for sending the copy of the December 1983 issue of your journal. I have not yet had an opportunity to read it, but glancing through it and reviewing the table of contents suggests that it is a gigantic landmark document. While such wording might sound like hyperbole worthy of yourself, I genuinely mean it. This document looks like a classic, compared to the "Classics Illustrated" issue of the Medical Journal of Australia. I am ordering a few reprints for myself, but in addition I would like to take you up on your offer of contributors' ordering copies of the entire issue at cost (\$1). Specifically, I would like to order 100 copies of the entire issue. You might be pleased to know that our School's business manager has agreed to pay for this out of School funds, since he concurs with my assessment of its importance for public health.

I am trying to ready myself for a December 31 departure for a month in the People's Republic of China, working at the Shanghai First Medical College. Since I will not be back until early February, I will ask the department's administrative assistant to pursue the matter of ordering the issues from you.

Again, you have my sincerest congratulations and genuine admiration. I just hope that this issue receives the national attention that it deserves.

Best regards,

*Ken Warner/mb*  
Kenneth E. Warner

KEW:mb

NOTE: Dr. Warner dictated the above letter before he left for China on December 31. Because of our holiday break, the letter was not typed until today.

21 ALMONERS AVENUE, CAMBRIDGE. CB1 4NZ  
TEL. 0223 47491

23rd August 1983

016-063  
NEW YORK STATE  
JOURNAL OF MEDICINE

AUG 26 1983

Dear Alan

Your second letter with a copy of the first and the edited text arrived today .You have certainly improved the paper and I make only the following points :-

p.4, line 8 should begin '...before the Third World Conference.'

At its closing session the Conference endorsed the conclusions of the Committee, having had the published report available to it. As it happened I had chaired both, but they were not difficult to persuade.

p.5, line 7. The word should be 'remit', but if that is difficult in American usage, perhaps say '..explains the World Health Assembly's remit to the third Expert Committee.'

p.6, line 16 '...and make no doubt...' is acceptable admonitory English, meaning there is no doubt. It may not be American usage in which case I suggest '..do not doubt that we will win..'

I am still slightly surprised that this piece got the reception it did, for it must prove to be my swan song, but I am very happy to be linked with five Surgeons General. I knew Tom Parran and from him to Julius Richmond was on friendly terms with them all. For years we had tripartite meetings twice a year with Canada alternately in the three capitals, and the exchange of information was one of the most valuable assets of my job.

I don't know whether you have good sources on publication here. There is a useful short report of a conference on 'audit' from South Wales ; the first leader in the BMJ for August 20th is by one of our best Professors of Anaesthesiology on a recent conference about quality review in the specialty ; Occasional Paper 22 from the Royal College of G.P.s 'Promoting Prevention' has some good points. The Centre for Policy on Ageing has published a good cool review on Hospices.

Kind regards and apologies for the typing

Yours sincerely

*George*  
G.E.GODBER

Dr. Alan Blum

P.S. Would "your Life  
or Their Money :  
Governments can't have  
both"

# ROSWELL PARK MEMORIAL INSTITUTE



Department of Health ■ State of New York

666 Elm Street ■ Buffalo, New York, 14263



David Axelrod, M.D.  
Commissioner of Health

September 22, 1983

Gerald P. Murphy, M.D., D.Sc.  
Institute Director

NEW YORK STATE  
JOURNAL OF MEDICINE

SEP 26 1983

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

Dear Dr. Blum:

Thank you very much for all the attention and hard work you have put into the paper on "Helping Patients Withdraw from Smoking". I am in complete agreement with the changes you have made. Enclosed is the manuscript with the minor additions to Table 1, section 2 and 3, as well as the addition of the affiliation with the ACS on the front sheet.

Very sincerely yours,

Gerald P. Murphy, M.D., D.Sc.  
Institute Director.

Encl.  
GPM/RvdW

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



THE LANCET

7 Adam Street  
Adelphi, London WC2 6AD  
Telephone: 01-836 6942  
Telex: 291785

RF/JMF

3rd November 1983

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

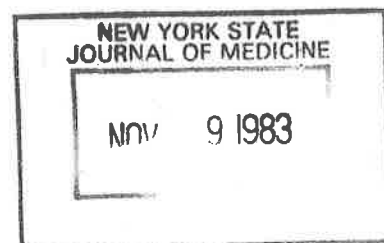
Dear Alan,

The September issue of your journal has been circulating in this office amidst cries of approval. The cover has drawn particular praise, no doubt because it follows The Lancet tradition! Although there is clearly still some dead wood in your store, you certainly give the impression that ahead lies a glorious future.

With best wishes.

Yours,

*R. Fox*



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

RF/JMF

22nd December 1983

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

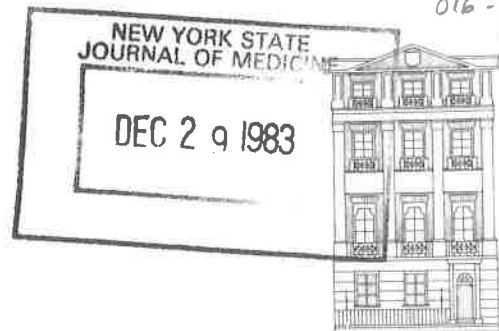
Dear Alan,

The December issue of your journal has met with universal admiration here. The cover illustration, though sacrificing the contents, is a master-stroke. I shall be interested to see how you cope with alcohol, which is an altogether more tricky subject.

Strength to your arm!

With best wishes,

*Robin*



THE LANCET

7 Adam Street  
Adelphi, London WC2 6AD  
Telephone: 01-836 6942  
Telex: 291785



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NEW YORK STATE  
JOURNAL OF MEDICINE

DEC 23 1983

December 19, 1983

My dear Alan:

Thank you for your letter and for sending me the Certificate of Appreciation of the Medical Society of New York for service to the New York State Journal of Medicine. I cherish it especially because it came from you.

I certainly want to congratulate you on the wonderful job you have done and are doing. It has been a pleasure to see you develop through the years.

I hope the New Year will bring you health, happiness, and all the good things you so richly deserve.

Sincerely,

Howard A. Rusk, M. D.

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



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**MEDICAL CENTER**

SCHOOL OF MEDICINE AND DENTISTRY • SCHOOL OF NURSING  
STRONG MEMORIAL HOSPITAL

NEW YORK STATE  
JOURNAL OF MEDICINE

DEC 23 1983

601 ELMWOOD AVENUE  
ROCHESTER, NEW YORK 14642  
AREA CODE 716

John H. Morton, M.D.  
Professor of Surgery  
275-2736

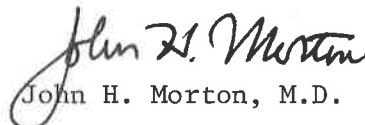
December 21, 1983

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:

I reviewed with interest the December 1983 issue of the New York State Journal of Medicine. I believe that devoting the entire issue to the subject of cigarette smoking was entirely appropriate. I urge the journal to continue on this campaign and to do similar things in other areas (such as drunken driving) in the future.

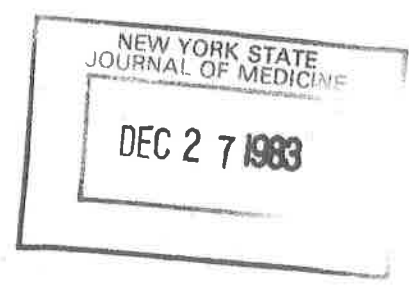
Sincerely yours,

  
John H. Morton, M.D.

JHM:cmc

xc: Bernard J. Pisani, M.D.

LEONARD WOLIN, M. D.  
666 COLVIN AVENUE  
BUFFALO, NEW YORK 14217  
TELEPHONE 873-3323



December 22, 1983

Alan Blum, MD, Editor  
New York State Journal of Medicine  
PO Box 5404  
Lake Success, NY 11042

Dear Dr. Blum,

Congratulations. Thank you for the "New" look of our Journal. I am especially appreciative of the December, 1983 Issue.

For too long we have permitted the media to manipulate Medicine for its own interests. Obviously Good Health and Medical News are good circulation builders, whether for the prestigious New York Times or the yellow scandal sheets. For too long the special advertising interests have prevented the presentation to the public what they should know about cigarettes, smoking, and health.

There are other areas where Medicine must assert itself. Alcohol is handled similarly by the Press and Television. The contrast that we as Physicians see, of wards full of middle-aged and older patients suffering from cirrhosis, polyneuritides, and the mental anguish associated with Alcohol, and the television image of "happy" young, attractive men and women gloriously guzzling beer, is a sad sight. Again, it sets the picture of an unfortunate role model for our young people.

The Media are also quick to seize so-called Medical break-throughs. They do it, I am sure with the aid of the publicity departments of our most prestigious pharmaceutical companies. I recall the recent instance of the introduction of oraflex(R). The television and press barrage prior to its introduction encouraged my patients to request it from me even before I (as a reasonably knowledgeable physician) had an opportunity to digest the literature; in this instance not even the manufacturer's



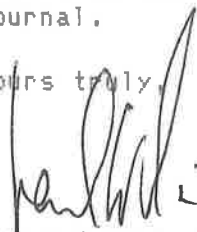
LEONARD WOLIN, M. D.  
666 COLVIN AVENUE  
BUFFALO, NEW YORK 14217  
TELEPHONE 873-3323

hand-outs.

The authoritative journals have until now said nothing. The so-called "throw-away" journals are even less critical. One journal, which I shall leave nameless except that it shares with yours the term "New" and is regional to the northeastern United States, seems within the last few years to have joined the crowd. Often, prior to the publication date and certainly before I receive my copy, there are blurbs on National television and in my local newspaper. Occasionally the message is good. But most often it is premature, of no immediate relevance, and trouble-making.

Dr. Blum, keep up the good work. We need an honest voice for Health in the market-place. I am proud of Our Journal.

Yours truly,



Leonard Wolin, M.D.  
Attending Physician, Buffalo General Hospital  
Clinical Assistant Professor of Medicine,  
School of Medicine,  
State University of New York at Buffalo

DEC 30 1983

**RMR**

Peter Rogatz, M.D.  
Donald Meyers  
E.D. Rosenfeld, M.D.

RMR Health and Hospital  
Management Consultants, Inc.  
142 Mineola Avenue  
Roslyn Heights, NY 11577  
516/621-3300

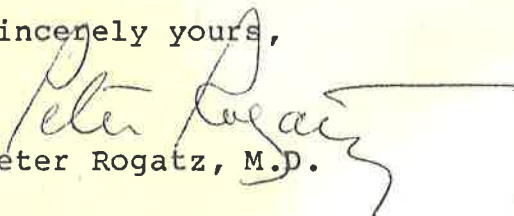
December 22, 1983

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

Dear Dr. Blum:

I have just received my copy of the December issue of The New York State Journal of Medicine on the cigarette pandemic. I have not yet had an opportunity to read the entire issue, but I have read your editorial and one or two selected items -- enough to know that this is an outstanding contribution of which the Journal and the Medical Society should be proud. I think you have done an important service for the profession and the public and I want to congratulate you.

Sincerely yours,

  
Peter Rogatz, M.D.

hp



MEMORANDUM

**MEDICAL SOCIETY OF THE STATE OF NEW YORK**

420 LAKEVILLE ROAD, LAKE SUCCESS, N.Y. 11042 (516) 488-6100



December 23, 1983

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

From: Bernard M. Jackson, CLU  
Director, Division of Insurance &  
Membership Benefits

Over the past ten years I have perused the New York State Journal of Medicine and because of my non-medical background, I have not attempted to read many of the articles written in the Journal. However, I read the December, 1983 issue of the New York State Journal of Medicine from cover to cover, and I have required my children to read it and have recommended it to several friends for their information.

Congratulations to you, your staff and the contributing writers who made this issue, which deals with the perils of smoking, most interesting and informative for all to read.

I am a non-smoker. However, I do not smoke primarily because I do not enjoy smoking after trying it several times. Now I am an informed non-smoker and I am sure I will never again try smoking and will take the additional step to have others who have developed the habit to give it up.

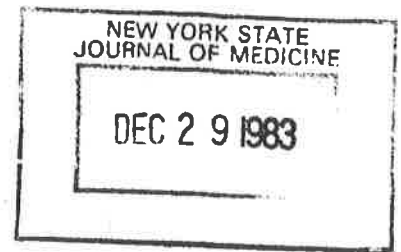
Please continue your good efforts in this area.

Best wishes for a Happy Holiday Season!

*BMJ.*  
BMJ:SF

c: Milton Rosenberg, MD  
A.A. Angrist, MD

DONALD F. BRAUTIGAM, M.D., F.A.A.F.P.  
GARY E. EGGLESTON, M.D.  
MARK R. HAGEN, M.D.  
193 EAST MAIN STREET  
WESTFIELD, NEW YORK 14787  
TELEPHONE 326-4678



December 23, 1983

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

Dear Doctor Blum:

Congratulations on the December 1983 issue of the New York State Journal of Medicine. In my opinion, the significance of the articles in this issue of the journal so far surpasses the usual quality of the journal as to put this issue in another class by itself. It is extremely encouraging to see an entire issue of a reputable medical journal devoted to the subject of cigarette smoking. I must admit that I have read more of the articles in the present issue than I have read in the last six months worth of issues.

As a family physician practicing in a rural area with a large practice, I have come to hate cigarette smoking and its affects on peoples health. I could <sup>read</sup> pages recounting stories of people who have died prematurely as a result of their cigarette addiction. I am sure that I at least partially alienate or completely alienate several patients a week because I encourage them to stop smoking cigarettes immediately.

Thanks so much for putting together this December issue. I will certainly keep it in my permanent files.

Sincerely,

*Donald F. Brautigam*

Donald F. Brautigam, M.D.

DFB/prt

HARVARD UNIVERSITY  
DIVISION OF HEALTH POLICY RESEARCH AND EDUCATION  
*Division of Health Policy at Harvard Medical School*

HARVARD MEDICAL SCHOOL

JOHN F. KENNEDY SCHOOL OF GOVERNMENT

HARVARD SCHOOL OF PUBLIC HEALTH



JOURNAL OF MEDICINE

JAN 9 1984

JULIUS B. RICHMOND, M.D.

*Professor of Health Policy*

398B Brookline Avenue

Boston, MA 02215

617-732-1410

23 December 1983

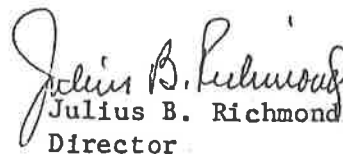
Alan Blum, M.D.  
Editor  
New York State Journal of Medicine  
420 Lakeville Road  
P.O. Box 5404  
Lake Success, New York 11042

Dear Dr. Blum:

I just received my copy of the December 1983 issue of the Journal. I want to congratulate you on the creative way in which you approached the editing of this issue. It should be highly useful to a great many people. It certainly is timely.

With very warmest wishes and, again, with much appreciation for what you have accomplished in getting this issue out - and for all your other efforts.

Sincerely,

  
Julius B. Richmond, M.D.  
Director

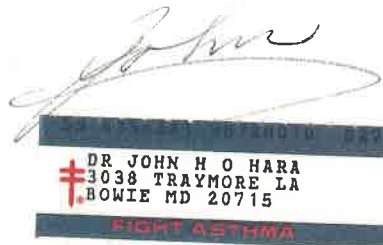
Dec 24, 1983

Dear Alan,

Received my copy of the December edition of the New York State Journal of Medicine and it looks like a blockbuster. In my opinion a copy should be sent to every senator and representative in the U.S. Congress.

Enclosed is a check for 10 copies plus postage. I will distribute the copies to persons/organizations where I believe some benefit will result.

You have done a super job on this issue. Thanks for being a doctor that isn't afraid to speak up.



Phones HOME 301-262-5867  
WORK 301-688-7781

check encl.

\$20.00  
Bowie GASP 4/76  
PO Box 863  
Bowie Md 20715  
to Alice 12/29

016-074

EDITH M. JURKA, M. D.  
116 EAST 86TH STREET  
NEW YORK, N. Y. 10021  
—  
TELEPHONE REGENT 7-0591

NEW YORK STATE  
JOURNAL OF MEDICINE

DEC 30 1983

December 29, 1983

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

Dear Doctor Blum:

My copy of the New York State Journal of Medicine which addresses the subject of cigarette smoking just arrived, and I cannot find words adequate enough to tell you how superior a product I think this issue is, and how important it will be for years to come. There is no aspect of the problem, political or otherwise, which it fails to address in very high quality authoritative fashion. It is bound to become a powerful reference tool in the hands of private and government agencies trying to deal with an addiction which costs so much in illness, misery, and money all over the world. I am glad that you documented the bad effects that "ugly Americans" are having on the health and economies of other parts of the world. However, I expect that the tobacco industries will continue to spend millions of dollars to tell people that the connection between cigarette smoking and lung cancer, among other things, is far from having been demonstrated. Everyone who works on this must either have a powerful capacity to deny facts, or else have no integrity in this area.

The fact that this publication is by an organization as prestigious as the New York State Society of Medicine not only adds to its authority, but I think the publication in turn increases the prestige of the Society. You wrote that the issue was a year in the preparation, and I can imagine how much effort went into it on the part of many people. I think you are to be greatly congratulated on the product, which will bring us all many dividends in the time to come. Thank you.

Sincerely yours,

*Edith M. Jurka, M.D.*

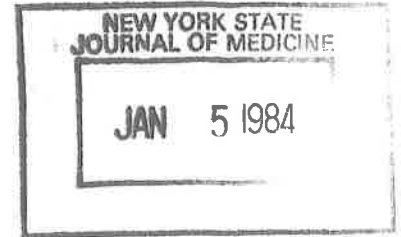
Edith M. Jurka, M.D.

CC: Dr. Milton Rosenberg

016-002

**JACK SCHNEE, M.D., F.A.P.A.**

85-15 MAIN STREET  
BRIARWOOD, N. Y. 11435  
AX 7-5600



January 3, 1984

New York State Journal of Medicine  
420 Lakeville Road  
Lake Success, New York 11042

Dear Sirs:

I read your December 1983 issue which aptly described the World Cigarette Pandemic.

In addition to the measures that have been taken and should be taken, I should like to offer two additional approaches.

First, there should be a heavy tax on both the tobacco industry and those who wish to purchase tobacco. The tax money should be used to pay for "treatment" and care for those smokers or their families since a substantial number of smokers will become physically ill, disabled, and die. Those who want the freedom to smoke should also bear the responsibility for smoking. The whole community should not have to bear the costs for the smokers. This idea, I believe, was written up by another physician a number of months ago (I apologize that I can't recall his name) and I applaud this approach.

Secondly, the non smokers have rights to their protection. Where legislation does not protect the non smoker sufficiently, then active social action by the non smoker is justified. What would it be like if all in favor of restricting smoking were to expose noxious smelling vapors in restaurants and anywhere smoking was allowed? "Nux Vomitus" comes to mind but I'm sure more potent smellier substances can be suggested by my fellow physicians. Can we declare a strike against smoking? I wonder what the restaurants would do, what the legislators would do? "It is high time to ban smoking from all confined public places such as restaurants, theaters, airplanes, trains, and buses. It is time that we interpret the Bill of rights for the Nonsmoker as well as the Smoker" (page 1258, New York State Journal of Medicine, December 1983 by Jesse L. Steinfeld, M.D. on "Women and Children Last.") Smoking and non smoking sections are a placebo since the pollutants seep into all parts of an enclosed confined place. Passive smoking is dangerous, let alone dissatisfying. The neglect of smokers who pollute air and food of non smokers (including elderly people with compromised pulmonary cardiovascular systems, of children, of everyone) is a sad commentary on our self-centered attitude. Let us set a day to institute this strike against smoking.



Since we are being forced to breath polluted air - so let us join the polluters. Maybe then, we can all sigh a breath of fresh air.

Sincerely,

A handwritten signature in cursive script that reads "Jack Schnee". The signature is written in dark ink and includes a stylized flourish at the end.

Jack Schnee, M.D.

SHELDON B. COHEN, M.D.  
NEW YORK STATE JOURNAL OF MEDICINE  
490 PEACHTREE STREET, N. E.  
ATLANTA, GEORGIA 30308

SHELDON B. COHEN, M. D.  
-804 PEACHTREE MEDICAL BUILDING  
-401 PEACHTREE STREET, N. E.  
ATLANTA, GEORGIA 30308

Telephone 525-6158

January 3, 1984

NEW YORK STATE  
JOURNAL OF MEDICINE

JAN 9 1984

Dr. Louis Sullivan, Dean  
Morehouse School of Medicine  
205 Harkness Hall  
830 Westview Drive  
Atlanta, Georgia 30310

Dear Louis:

The December 1983 issue of the NEW YORK STATE JOURNAL OF MEDICINE was devoted to what many of us believe to be the No. 1 health problem confronting us, "the world cigaret pandemic." Under the editorship of Alan Blum, an Emory alumnus, this is a most comprehensive coverage of the problems posed by cigaret smoking in our society, dealing as it does with a spectrum of topics including comments of all of the Surgeon Generals, cardiovascular effects, economics, legislation ethics and even promises of treatment.

I was pleased that Dr. Blum asked me to contribute to this issue and am enclosing a copy of my own very modest contribution.

Louis, I strongly feel that this special issue ought to be in the hands of every physician, medical student and anyone else connected with the practice of medicine. If you would like to have these journals supplied to the Morehouse medical community, I would be pleased to make a contribution of \$50 towards defraying the cost of obtaining them. (Dr. Blum is making them available for \$1.00 per issue plus shipping costs.) If you would like to obtain and distribute the journals, please let me know and I will send you my check for \$50 along with Dr. Blum's address so that you can contact him directly for your total supply.

Best wishes for the coming year.

Cordially,



Sheldon B. Cohen, M. D.

SBC:hcm  
Encl.

STATE UNIVERSITY  
OF NEW YORK  
DOWNSTATE MEDICAL CENTER

016-084  
NEW YORK STATE  
JOURNAL OF MEDICINE  
JAN 6 1984  
• COLLEGE OF MEDICINE  
Department of Preventive Medicine  
and Community Health  
(212) 270-1056, 1057

January 3, 1984

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

Dear Alan,

I've got to hand it to you and your colleagues. That December 1983 issue "really smokes good like a Lucky should." Pat tells me that you've gotten a great deal of favorable publicity from all over and many reprint orders, even from other medical societies.

This is quite a change for a medical society journal in taking a stand on an issue that could possibly be troublesome. Hopefully, it marks the beginning of a new trend in protecting the consumer, educating the professionals and high-order muckracking in the positive sense.

I am working on an article that deals with patient rights, tentatively entitled, "Before Health Education - A Health Care Consumer Does Have Rights." My intent is to show that even if providers do educate their patients, both provider and patient should be aware of the rights of patients particularly the items contained in various documents such as the AHA manifesto. Would you be interested in that for your next crusade?

Again, congratulations on the December 1983 issue. Best wishes for the New Year.

Sincerely yours,



Allen D. Spiegel

*Doctor David Mezz*

3901 South Ocean Drive - Apt. 5-N  
HOLLYWOOD, FLORIDA 33019

January 3, 1984

NEW YORK STATE  
JOURNAL OF MEDICINE

JAN 6 1984

Letter to the Editor  
New York State Journal of Medicine  
420 Lakeville Road  
Lake Success, N. Y.

Dear Sir:

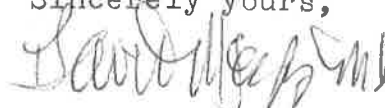
I wish to express my admiration for the comprehensive manner in which your researched the subject of smoking and the injuries it causes as reported by investigators, world-wide.

Using the entire December 1983 issue of the U. Y. S. J. of M. for that single subject must be a first in the annals of medical publications.

I would suggest that, since the articles are understandable by laymen, a copy should find its way to the desks of the lawmakers thruout the world.

My congratulations on a superb, all-inclusive presentation.

Sincerely yours,



DAVID MEZZ, M. D.

DM:f

# BATON ROUGE CLINIC

8415 GOODWOOD BOULEVARD  
BATON ROUGE, LOUISIANA 70806-7899

PHONE (504) 923-1515

January 4, 1984

## DERMATOLOGY

JUDITH PATRICK, M.D.  
ROBERT N. EARHART, M.D.

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CHARLES PROSSER, M.D.  
ROGER REYNOLDS, M.D.  
HUBERT J. WAGUESPACK, M.D.  
ROY G. KADAI, M.D.  
HARRY KEAN DAY, JR., M.D.

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JAMES H. LUTSCHG, M.D.  
FLOYD J. ROBERTS, JR., M.D.  
RICHARD R. VATH, M.D.

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WARREN M. FRASER, M.D.

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BRUCE L. BAER, M.D.  
LEON N. DEMENT, JR., M.D.

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HENRY W. GILES, M.D.

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RICHARD F. BURROUGHS, M.D.  
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HERBERT R. DYER, M.D.  
JED LANE MORRIS, M.D.

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FREDERICK E. LIND, JR., M.D.  
GREGORY M. HEROMAN, M.D.  
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WILLIAM C. DUNBAR, M.D.\*

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SAMUEL E. FIELD, JR., M.D.  
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## ADMINISTRATOR

GEORGE W. BROWN

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

Dear Alan:

The December issue is spectacular. Your editorial and the tribute to Dr. Ochsner were particularly outstanding. Dr. Gitlitz's series of letters to *The New York Times* was most enjoyable. "The Business of Smoking" was most informative.

Enclosed is my reprint order. Please forward answers to my earlier questions:

- (1) Source of "Honoraria for speaking at tobacco industry functions represent another source of funds to congressmen, including the Speaker of the House of Representatives, Thomas P. "Tip" O'Neill, Jr. (D, Massachusetts).? The information identifying Tip O'Neill as a recipient of these funds is not covered in *The Wall Street Journal* article.
- (2) "(The cigarette company had earlier offered to endow a \$400,000 chair for this individual at a medical school in Washington, D.C..)" What is the source of this?
- (3) "Fifty years ago a United States Senator and a President's daughter endorsed Lucky Strikes." Who are these individuals?

Enclosed is one of my recent acquisitions, National Seal brand cigar. This, you note, pays tribute to the Judicial Branch of Government.

\*A Professional Medical Corporation

Alan Blum, M.D., Editor  
January 4, 1984

Page Two.

I would be happy to help underwrite part of the expense for distribution of the issue to members of Congress, if you haven't already found sponsors for same.

Enclosed also is a copy of my recent letter to Trip Hawkins, seeking help in the video game world.

Sincerely yours,

A handwritten signature in dark ink, appearing to read 'J. Lutschg', with a stylized flourish at the end.

James H. Lutschg, M.D.

JHL:va  
Enclosures

P.S. The National Seal is a donation to DOC Archives. I'm not sure of the dating of this cigar brand, but sadly it seems more appropriate in 1983 than Maurine Neuberger's optimism of 1963, when she looked forward to possible help from the courts (as outlined in her book, **Smoke Screen**, that I gave myself for Christmas), "To begin with, there are the courts. As any Mississippian can tell you, the political power of the South is not necessarily sufficient to inure Southern interests from adverse decisions by United States Courts. And, though our courts are rarely on the frontier of social and economic reform, judicial decisions do eventually reflect progress in our society's concepts of right and responsibility--often in the face of vested interest and political pressure."

One other question, in addition to my earlier three, relates to "Yet a privately published anniversary book, **Decade of Discovery: Advances in Cancer Research 1971-1981....**" In looking over the list of credits in this publication, I was unable to establish the source of the private funding or the nature of same. Would you please clarify this issue for me?

JHL:va



NEW JERSEY  
**GASP INC.**  
Group Against Smoking Pollution

NEW YORK STATE  
JOURNAL OF MEDICINE

JAN 9 1984

105 Mountain Avenue  
Summit, NJ 07901  
201-273-9368

016-087

5 January 1984

Dear Alan,

I stayed up until three last night reading the Journal. It's extraordinary, of course. No one in the world but you could have done it.

All the ads from your "Nazi memorabilia" set a great tone and you are ruthless--the cover! The snippet quotations were terrific and I liked hearing from Gershwin and Joni Mitchell too. You've got everything in it, including an interesting section on cessation and snuff. But there's so little repetition; how did so many authors on the same topic never say the same thing?

It will be, as you hope, the standard reference for the next years. I've already put my copy on my desk along with the few resources I use frequently. I've consulted it twice today already. I was especially <sup>impressed</sup> by the tobacco company profiles--what a piece of work.

Your giving eight pages to the Gitlitz correspondence was a great decision, I think. Those sorts of articles are always good reading just as human interest and it goes to the heart of the problem. The Times magazine cover illustration at the beginning was typical Alan Blum, topped only by the ads for tobacco ads. I like that you're inciting doctors, too, with the Time cover on rising medical costs juxtaposed with their cigarette ads.

And it seems to me you fulfilled your special agenda and still put out a medical journal. I liked the section on doctors' smoking, helping patients quit and waiting room education and magazines.

I've just given it a first reading, there are some articles I've not read yet. But on that basis, Phyllis Kahn's article

struck me as well-written and I thought Ken Warner did a fine job, especially including New York State data. I found Arthur's article disappointing. I have a wonderful copy of a ~~speech~~ <sup>speech</sup> he gave recently which was organized, forceful and feeling but his article missed the boat. I thought the Koop interview the weakest part. The flow was disjointed and ~~his~~ <sup>he</sup> didn't answer the questions. I think taped interviews must just be terribly difficult to do well. Kurt Vonnegut tells this story: he read a transcript of an interview he did for Playboy, unedited. He says it convinced him he had one thing in common with Joseph Conrad--neither of them were native speakers of the English language.

Your page 1373--classified advertising order--looks much less professional than the rest of the magazine and even has crooked copy. And I read the Navane ad and I want to know about "unusual thought content."

I found the Clairmonte article terrifying. But then you usually terrify me. My brain takes in the enormity of the problem but my heart is an optimist and just picks a part of the problem and works on it as if I mattered. That part of me believes the issue will produce good in the world.

And to think this issue came out in December, 1983 and March 1983 saw the Australian issue. Two in one year! Fabulous. Thank you.

Soon as the check arrives from my treasurer, I'll mail \$50 for copies. Please send what you can. But I'm going to drop this ~~in~~ <sup>in</sup> the mail right now.

You are a Superman!

Fondly,

Dina



Minneapolis

**STAR** and **Tribune**

425 Portland Avenue MINNEAPOLIS, MINNESOTA 55488

NEW YORK STATE  
JOURNAL OF MEDICINE

JAN 10 1984

January 5, 1984

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

Dear Dr. Blum;

Your December 1983 issue "The World Cigarette Pandemic" is an extraordinary effort--horrifying in what it so professionally reveals, so thoroughly documents, but wonderfully complete and readable!

It will save those of us who hope to make changes in human health and the health care industry months of digging for support data.

Many thanks and best wishes.

Sincerely,



Karin Winegar

Feature Writer

P.S. I type this in a newsroom where supposedly well-read, educated, considerate and law-abiding people smoke at liberty and with no regard for the Minnesota Clean Indoor Air Act. Laws won't do--although we must have them--the anti-tobacco movement must come from the masses upward.

016-089

NEW YORK STATE  
JOURNAL OF MEDICINE

JAN 9 1984

M. J. Wiener, M.D.

3850 Galt Ocean Drive  
Fort Lauderdale, Florida 33308

(305) 564-2826

Editor

N.Y.S. Journal of Medicine  
420 Parkville Rd.  
Lake Success, N.Y. 11042

Re: Spanish Language Edition of  
Vol. 43, No. 13, NYSJM,

Dear Sir,  
The Spanish edition, or abstract,  
if either is available, will be very  
much appreciated.

The highly important health  
problem of cigarette smoking, so well  
presented in this edition, prompts my  
request in behalf of our many non-  
English speaking Hispanics in this area  
etc. Thank you for your consideration

Sincerely,  
M. J. Wiener

S.S. My kind regards to the artist.

PHILIP MORRIS INCORPORATED

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Distribution

DATE: January 6, 1984

FROM: Sherryl Post *SP*

SUBJECT: New York State Journal of Medicine  
December 1983, Volume 83, Number 13

The attached New York State Journal of Medicine, devoted exclusively to smoking issues, represents a virulent attack on the tobacco industry. According to the Journal's editor, Dr. Alan Blum, "the intent of this issue is to go beyond the posters, pamphlets, and palaver to the realm of primary prevention of the three million adolescents who take up smoking every year in this country."

The release of this issue of the Journal coincides with the 20th anniversary of the first Surgeon General's report. Individuals "deeply committed to ending the cigarette pandemic" were asked to contribute, marking the first time that all Surgeons General have been represented in a single work on the subject.

cc: Mr. James C. Bowling  
Mr. Vincent R. Clephas  
Ms. Joan D. Mebane

2024925475



DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

Rockville MD 20857

JAN 9 1984

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

Dear Alan:

I just received your letter of December 21 and the December '83 issue of the New York State Journal of Medicine. Please accept my congratulations on a job well done. The issue makes fascinating reading, particularly the series of letters to the editor by George Gitlitz. I'm sure by now you are aware of the November 7 Newsweek supplement written by the AMA and the amount of flack they are receiving as a result of their treatment of smoking and alcohol. It is also my understanding a number of letters to the editor will appear in a forthcoming issue of the New England Journal reflecting a number of opinions on this.

I'm not sure you received a copy of the 1983 Report on Cardiovascular Disease (copy enclosed). A final version with subject index is expected within the next 8 to 10 weeks. You will receive a copy automatically because you are on our Bulletin mailing list.

Alan, I remember a few years ago, when we were still in Atlanta, you had a series of slides containing old cigarette advertisements. I would be very interested in inquiring about the possibility of obtaining some of these if at all possible. The few we have are not very well done, although I have used them a number of times at informal meetings and the people get a big kick out of seeing how absurd some of them really are.

Please keep in touch, and best wishes for the coming year.

Sincerely yours,

Donald R. Shopland  
Technical Information Officer  
Office on Smoking and Health

Enclosure

# ROSWELL PARK MEMORIAL INSTITUTE



David Axelrod, M.D.  
Commissioner of Health

Department of Health ■ State of New York

666 Elm Street ■ Buffalo, New York, 14263



Gerald P. Murphy, M.D., D.Sc.  
Institute Director

NEW YORK STATE  
JOURNAL OF MEDICINE

JAN 13 1984

January 10, 1984

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

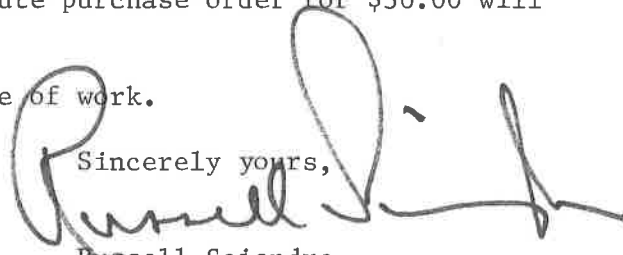
Dear Dr. Blum:

I am honored to be among contributors to the New York State Journal of Medicine special edition on smoking. It is an outstanding collection of information and views on the smoking issue, which hopefully will stimulate members of the Society to greater individual and collective action.

I would like to order thirty additional copies of the Journal which I will share with my colleagues in cancer public education across the United States. A Roswell Park Memorial Institute purchase order for \$30.00 will follow.

Congratulations on a splendid piece of work.

Sincerely yours,

  
Russell Sciandra  
Cancer Information Service

RS:lmh

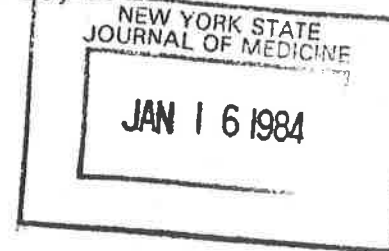


New York State  
Association of  
COUNTY HEALTH OFFICIALS

c/o Monroe County Health Department  
111 Westfall Road - Caller 632  
Rochester, New York 14692

AN AFFILIATE OF THE NEW YORK  
STATE ASSOCIATION OF COUNTIES

January 10, 1984



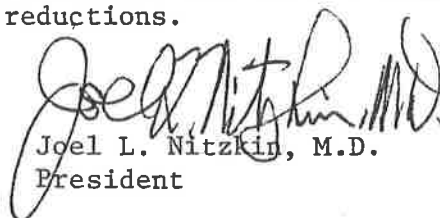
Letter to the Editor  
New York State Journal of Medicine  
420 Lakeville Road  
P. O. Box 5404  
Lake Success, New York 11042

TO THE EDITOR:

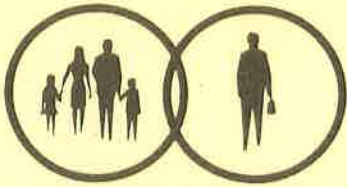
As President of the New York State Association of County Health Officials, I would like to commend the Medical Society of the State of New York for the strong and positive leadership they have shown in devoting an entire issue of the New York State Journal of Medicine to smoking-related health concerns.

County health directors across the State have long recognized the incredibly high levels of morbidity and mortality which could be prevented by even modest reductions in cigarette consumptions within our respective communities, but have found it extremely difficult to take any more than limited action at the local level to deal with this issue.

Publication of the information provided in your December, 1983 issue should be of substantial value in stimulating increased anti-smoking activities throughout New York State. Levels of morbidity and mortality are such that even modest success in reducing cigarette consumption can achieve significant health status improvement in health cost reductions.

  
Joel L. Nitzkin, M.D.  
President

JLN:ar



45

*Family Practice Residency*  
**FLOYD MEDICAL CENTER**

302 Turner McCall Boulevard • Rome, Georgia 30161 • (404) 291-2075

January 11, 1984

Allen Blum, M. D., Editor  
The Medical Journal of New York  
c/o New York Medical Society  
420 Lakeville Road  
Lake Success, NY 11042

Dear <sup>Alan</sup> Doctor Blum,

It was my considerable pleasure to receive a copy of the December, 1983 issue and to see how well you had put together a series of articles by such preeminent authors as you have. The issue of smoking in all its facets has been touched on by this issue and I truly believe it will be a landmark in the field of smoking and health. I appreciate the inclusion of Doctors Ought To Care as an organization which is combating the smoking pandemic in your issue, and have received several letters already asking for further information about our organization.

Enclosed is a check for more copies of the December issue for my personal distribution to persons on my mailing list who may not have easy access to your journal.

Again, congratulations on such a marvelous piece of journalism. I feel fortunate to count you among my circle of friends.

Sincerely,

Thomas P. Houston, M. D.  
National Coordinator, Doctors Ought to Care

TPH/dw

Enclosure



# NEWS

Published by the American Medical Association/535 North Dearborn Street/Chicago, Illinois 60610/(312) 645-5000

Dick Walt, Editor

NEW YORK STATE  
JOURNAL OF MEDICINE

JAN 17 1984

January 12, 1984

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

Dear Alan:

Thank you for the copy of your December edition with all the material on smoking. It is certainly interesting and you have done a nice job of putting it all together. If possible we'll try to make mention of it in the near future.

Thanks again for keeping us in mind.

Sincerely,



Dick Walt  
Editor

DW/dcb



016-073



# THE MOUNT SINAI MEDICAL CENTER

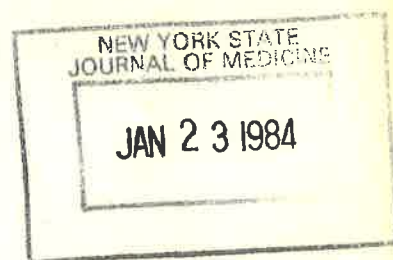
ONE GUSTAVE L. LEVY PLACE • NEW YORK, N.Y. 10029



Mount Sinai School of Medicine • The Mount Sinai Hospital

Office of the President

January 12, 1984



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

Dear Alan:

You are very kind, and I appreciate your letter dated January 6th.

I would be extremely pleased to meet with you and determine what we can do to help you with the State Journal. The recent issue is certainly outstanding, and I like your thematic approach.

Our own Mount Sinai Medical Journal is prospering under the direction of Dr. David Dreiling. He has recently concluded an agreement with the other Mount Sinai Hospitals and Medical Centers across the country, getting them to join in a collaborative venture which I think will insure the success of the Journal. This maneuver has added about 15,000 subscribers, and I am very enthusiastic about the future of our Journal.

I would like to suggest that you come and visit with me anytime you find it necessary to be here in New York. If you will give me a little advance notice, we can even arrange lunch here. I would like to invite Dr. Dreiling to join us since he has a great deal of insight into what we might do for the State Journal, as well as our own. When you have some time in mind, telephone my executive assistant, Ann Whitestone at 212-650-6233.

With best personal regards, I am,

Sincerely,

James F. Glenn, M.D.  
President

JFG/hr

cc: David Dreiling, M.D., Professor and Vice Chairman  
Department of Surgery



DEPARTMENT OF HEALTH & HUMAN SERVICES

46-074  
The Surgeon General of the  
Public Health Service  
Washington, DC 20201  
NEW YORK STATE  
JOURNAL OF MEDICINE

JAN 20 1984

JAN 13 1984

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:

Thank you for your letter of December 20, and the attached copy of the New York State Journal of Medicine.

I appreciate the effort necessary to compile such a volume, as well as your personal concern and interest in important public health issues which underlies this achievement. It is a fascinating and timely issue, and is well covered by your journal. I am sure it will have considerable impact.

I shall keep in mind the invitation to submit articles for future publication in the New York State Journal of Medicine.

Congratulations on a job well-done, and best wishes for continued success.

Sincerely yours,

C. Everett Koop, M.D.  
Surgeon General



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District Councilor for Western  
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13 January 1984

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

Dear Dr. Blum:

Thank you for your letter of 16 December  
1983 and for the copy of the December issue of the  
Journal devoted entirely to the problem of cigar-  
ette smoking.

Let me congratulate you on this effort. You  
and the Journal have done a distinct service by  
providing so much concentrated information on the  
smoking issue, a health problem that is as impor-  
tant as any in the world today. And it has been  
done in a most interesting and readable manner.

I hope there will be continued opportunity for  
us to correspond from time to time. Certainly, if  
there is any way in which I can be of assistance  
again, please do not hesitate to let me know.

I hope the air clears of smoke significantly  
in 1984.

Sincerely yours,

*Vicente J.A. Rosales*  
VICENTE J.A. ROSALES, M.D.  
President

VJAR:rlm

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PHONE (202) 225-4952

January 14, 1984

NEW YORK STATE  
 JOURNAL OF MEDICINE

JAN 23 1984

Alan Blum, M.D.  
 420 Lakeville Rd.  
 P.O. Box 5404  
 Lake Success, NY 11042

Dear Dr. Blum:

I appreciate your thoughtfulness in forwarding a copy of the December 1983 issue of the New York State Journal of Medicine. It is one of the most comprehensive discussions of the impact of cigarettes and the cigarette industry on public health and I congratulate you and your colleagues on its preparation.

I am flattered by your suggestion to contribute an article or interview to a future issue of the Journal relating to smoking. Of course I would be pleased to help and ask that you contact Ripley Forbes of my Subcommittee staff to discuss the appropriate format and timing.

With every good wish, I am,

Sincerely,



HENRY A. WAXMAN  
 Chairman, Subcommittee on  
 Health and the Environment

HAW/rfj

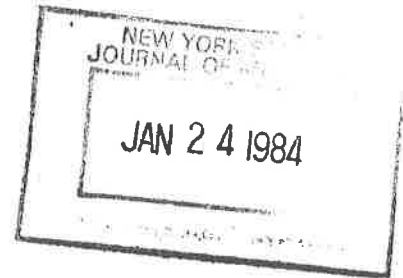


*The Saturday Evening Post*  
· SOCIETY ·

Robert L. Silvers  
Vice President/Publishing

January 16, 1984

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



Dear Dr. Blum,

I thoroughly enjoyed reading your December issue. What a fine, exhaustive work on a very important subject. Thank you for sharing this special issue with us.

I am sending it on to Dr. SerVaas. I'm sure she will also appreciate the mention by Dr. Richards, that the Post no longer accepts tobacco advertising.

I will be pleased to exchange complimentary subscriptions with you. Thank you for the offer.

Sincerely,

Robert L. Silvers

RLS/jc

pc: Dr. Cory SerVaas

Jerome L. Schwartz, Dr.P.H.  
Health Care Specialist  
746 Hawthorn Lane  
Davis, California 95616  
(916) 756-5196

NEW YORK STATE  
JOURNAL OF MEDICINE

JAN 16 1984

Alan Blum, M.D.  
Editor  
New York State Journal of Medicine  
PO Box 5404  
Lake Success, N.Y. 11042

Dear Alan:

Your issue is terrific! I really enjoyed it. You have done a great job.

I particularly liked your "fill-ins"--ads, comments, etc. The piece by Bobbie Jacobson on p. 1258 is good--too bad it wasn't longer. The articles about the Third World are excellent.

Some of the articles I am familiar with but others were new to me, such as the interesting exchange of letters--Gitlitz vs. N.Y. Times.

You secured such a broad scope of articles and I know how you did it--by putting in endless hours following up on people and editing the articles. You should be proud of this issue. What does your editorial board think?

I got a call from Good Morning America about Nicorette. I gave them your name and number to call.

Let me know what kind of feedback you get about the issue. I am willing to review a paper for your followup section.

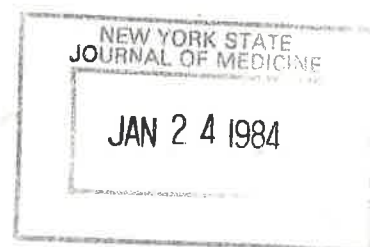
Best wishes.

Sincerely,

  
Jerry L. Schwartz

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

January 16, 1984



Dear Dr. Blum,

Thank you for your letter of December 16, 1983 and the brand new issue of the Journal. It looks fine and I want to congratulate you for this achievement.

As to the reprints I take your advice and ask you kindly to send the following amount of copies and separate invoices to these two addresses in Finland.

100 copies: National Public Health Institute  
attn. Prof. Pekka Puska  
Department of Epidemiology  
Mannerheimintie 166  
00280 Helsinki 28

250 copies: National Board of Health  
attn. Dr. Harri Vertio  
Office for Health Education  
P.O. Box 224  
00531 Helsinki 53

Yours sincerely,

A handwritten signature in dark ink, appearing to read "Pekka Puska".

Pekka Puska, prof.  
Director  
Department of Epidemiology

copy to: Dr. Harri Vertio



0116 - 100  
January 17, 1983

To the editor,

December's issue on Smoking and Health is to be applauded. In its scope, it touched most of the issues regarding smoking while never losing focus on medicine's mislaid priority - preventative medicine and the war against smoking. There is a cigarette pandemic that physicians must address themselves to with greater verve, for only the medical community offers the vaccine to this rampant disease.

I know. Over the past year, I have been mustering efforts with others to facilitate passage of the Clean Indoor Air Act by attempting to activate physician support statewide. Previously, medical societies in New York have given verbal support, but this lip service has simply been hollow words not backed by individual action. This token statement by the medical community has therefore had little impact on counteracting the stonewall tobacco industry and its well organized, money-backed efforts of advertising and lobbying. So, the 4th largest lobby in the state, the tobacco industry, has had its way in perpetuating the pandemic and maintaining its role as vector, while the medical lobby, 3rd largest lobby in the state, sits meekly and idly by.

An effort was undertaken to have resolutions passed at many hospitals across the state demonstrating percentages of physician support for the Clean Indoor Air Act. I relate one experience with such a resolution proposal at my home institution, Albany Medical Center Hospital. AMCH, one of the state's leading medical facilities, said they could support the Clean Indoor Air Act in principle, but would not do so in writing because they deemed the proposal political. A few other hospitals have argued the same. Such response sickens me, not only for my patients and their children, but for those unborn. For what is at stake, political repercussions or people's health? And if we, physicians, will not be leaders and activists in issues of preventative medicine, then who will be?

We are left with vectors or vaccines.



Bruce L. Wolf, M.D.  
Medical Resident  
Albany Medical Center



# ROSWELL PARK MEMORIAL INSTITUTE



Department of Health ■ State of New York

666 Elm Street ■ Buffalo, New York, 14263



David Axelrod, M.D.  
Commissioner of Health

Gerald P. Murphy, M.D., D.Sc.  
Institute Director

NEW YORK STATE  
JOURNAL OF MEDICINE

January 17, 1984

JAN 19 1984

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

Dear Dr. Blum:

With your expressed permission, I would like to reprint "Helping patients Withdraw from Smoking," an article appearing in the December issue of the New York State Journal of Medicine, in the February issue of the Clinical Newsletter. The CN is a Roswell Park Memorial Institute publication disseminated to physicians and researchers. Dr. Gerald P. Murphy, director of Roswell Park, and Mr. Russell Sciandra, director of the Institute's Cancer Information Service, are the authors of this article.

If permission is granted, your journal will be fully acknowledged, and two copies of the CN will be forwarded to you for your files.

Thank you for your cooperation. Should you have any questions, please call me at (716) 845-5747.

Sincerely yours,

Colleen M. Karuza  
Sr. Public Information Specialist  
Medical & Scientific Communications

CMK/jac

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18 January 1984



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DEPARTMENT OF NUCLEAR MEDICINE

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Nuclear Medicine 343-3826

Dr. Alan Blum  
Editor  
New York State Journal of Medicine  
420 Lakeville Road  
P.O. Box 5404  
LAKE SUCCESS, N.Y. 11042

Dear ~~Dr. Blum~~ *Alan*

It was a great pleasure to receive the superb December issue of your journal. We have ordered another 15 copies.

I will attempt to offer you something appropriate in the form of a letter or short article for consideration for your June issue. Would the end of March be soon enough?

I did one radio interview yesterday, have an hour-and-a-half radio talk line booked for next Monday and will be talking on January 29 to a task force on smoking that the Provincial Government has just set up. *We're making progress*

With warm regards.

Yours sincerely,

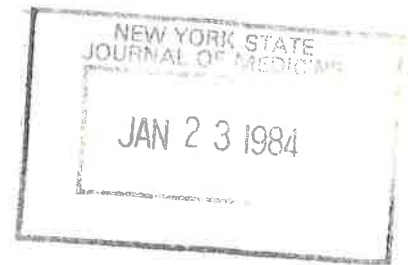
C. Stuart Houston, M.D.

CSH/jm

016-103

# The Boston Globe

Boston, Massachusetts 02107 Telephone 617-929-2000



**FRED H. RUBIN M.D.**  
**Medical Director**  
**(617) 929-2739**

January 18, 1984

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

Dear Alan:

Thanks for sending me the December issue. I think it is great! Congratulations on pulling it off. I have sent a memo to our medical writer.

Someday I would be delighted to write something for your journal concerning the elderly. The problem is that getting projects like that accomplished takes me forever. I am presently two months delinquent on a book review for another journal. Nevertheless, given enough time I will surely get it done.

Incidentally, I took the Canadian subspecialty exam in Geriatrics last year, and am now a board-certified geriatrician.

Say hello to Doris and Leon.

Best wishes,

A handwritten signature in cursive script that reads "Fred".

Fred Rubin, M.D.

FR/jp



Téléphone Central/Exchange: 91 21 11  
Direct: 91 34 59

In reply please refer to :  
Prière de rappeler la référence :

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

19 January 1984

Dear Dr Blum,

I have been informed that one of the recent issues of the New York State Journal of Medicine contains an excellent review of smoking and health issues. As this topic is of marked interest in WHO, I should greatly appreciate it if you could kindly provide me with a full bibliographical reference of the article(s) or, if possible, send me a reprint.

Thank you for whatever assistance you may be able to provide.

Yours sincerely,

Dr R. Masironi  
Coordinator  
WHO Programme on  
Smoking and Health

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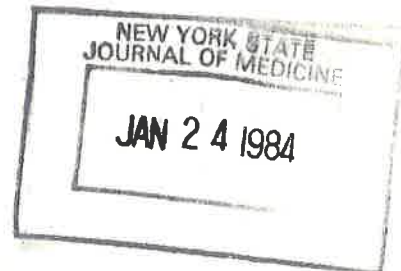
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CALIFORNIA  
**Nonsmokers' Rights Foundation**

2054 University Avenue, Suite 500 Berkeley, CA 94704 (415) 841-3032



January 19, 1984

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,

Chuck Mawson passed along to me your note of 12/30/83 and the December, 1983 issue of the New York State Journal of Medicine. While I'd like to reserve extensive comment until I've had the opportunity to read and digest all the material, I think you've produced a watershed piece of work that will serve as a basic reference for a long time to come. Congratulations! We also appreciate the honorable mention on page 1301 and hope that future articles will discuss our organization's leading role in the Proposition P victory over the tobacco industry in San Francisco's November elections.

Please forward 100 copies of the December, 1983, New York State Journal of Medicine, and bill CNRF at \$1.00 per copy plus shipping. We appreciate your generous offer. } *copy To A.A. Cowley*

Enclosed please find the latest issue of "Update" and know that I have personally put you on our mailing list. If I may be of any further assistance please let me know.

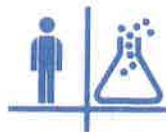
*no enclosure*

Sincerely,

*Michael C. Grimes*  
Michael C. Grimes, J.D.  
Executive Director

cc: Stan Glantz

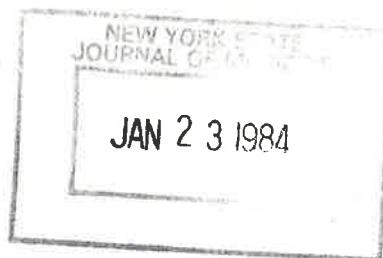
# American Council on Science and Health



Dr. Elizabeth M. Whelan  
Executive Director

Dr. Richard A. Greenberg  
Associate Director

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Assistant Director



January 20, 1984

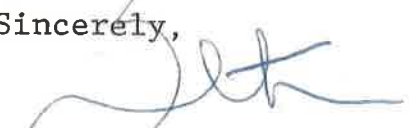
Dr. Alan Blum  
NEW YORK STATE JOURNAL OF MEDICINE  
420 Lakeville Road  
Lake Success, New York 11042

Dear Alan:

I just finished reading the December issue, and wanted to tell you how impressed (very impressed I should say) with the amount of work you put into that. The results are spectacular. I hope it gets very wide circulation.

Perhaps we could get together on a regular basis to see what types of activities we might suggest for each other and how we might work together.

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



## American Heart Association

Office of  
Public Affairs

January 25, 1984

Editor  
New York State Journal of Medicine  
420 Lakeville Road  
Lake Success, NY 11042

To the Editor:

On behalf of the American Heart Association I would like to commend the New York State Journal of Medicine for its excellent December edition devoted entirely to cigarette smoking.

While we have come a long way since the release of the first Surgeon General's Report on cigarette smoking and disease some twenty years ago we still have a long way to go. It will take hard work and concerted efforts if we are to truly fight the powerful tobacco industry.

Here in Washington D.C., the American Heart Association has joined with the American Cancer Society and the American Lung Association in the formation of a Coalition on Smoking OR Health. In addition to these three major voluntary organizations some thirty other major professional and voluntary organizations are working as an informal coalition to see that antismoking legislation is considered and enacted in the United States Congress. Last year we were successful in seeing the first rise in the federal cigarette excise tax in thirty years. This year we are concentrating on legislation known as the Comprehensive Smoking Prevention Education Acts (H.R. 3979 in the House and S. 772 in the Senate). These bills would require that all cigarette packages and advertisements carry, in a new format, disease specific rotating warning labels. Two examples of the labels are:

**Warning: Cigarette Smoking**

- causes LUNG CANCER and EMPHYSEMA
- is a major cause of HEART DISEASE
- is ADDICTIVE and may result in DEATH

and,

**Warning: Cigarette Smoking By  
Pregnant Women may result in**

- MISCARRIAGE, PREMATURE BIRTHS, or
- LOW BIRTH WEIGHT

WE'RE FIGHTING FOR  
YOUR LIFE

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**Chairman, National Campaign**

Mitzi Gaynor

**Executive Vice President**

Dudley H. Hafner

January 25, 1984  
Page Two

In addition to stronger warning labels, the legislation would also require the industry for the first time to disclose all chemical additives.

I would encourage your readers to write to their Congressman and Senators to ask for their support. Only through constituent grass roots support can we take on the Tobacco Institute and its allies and win this one.

Sincerely,

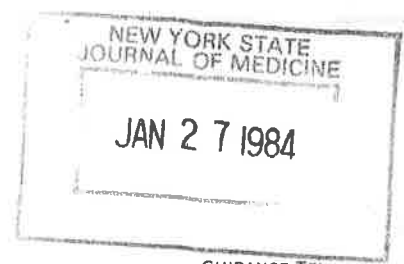
A handwritten signature in dark ink, appearing to read "Scott Ballin", with a long horizontal flourish extending to the right.

Scott Ballin, J.D.  
Legislative Counsel



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388-7440



NY State Journal of Medicine January 25, 1984.  
420 Lakewood Road  
P.O. B5404  
Lake Success, N.Y. 11040.

Dear Sirs:

I would appreciate a complimentary copy of  
"The World Cigarette Pandemic", as seen in  
the Newsday January 23, 1984 issue. I wish  
to share the information with my students.

Thank you

Yours truly

Mr. Arthur Mintzer

EXECUTIVE CHAMBER NEW YORK NY

STATE OF NEW YORK  
EXECUTIVE CHAMBER  
MARIO M. CUOMO, GOVERNOR

Press Office  
518-474-8418  
212-587-2126



ALEXANDER B. "PETE" GRANNIS  
65th Assembly District

THE ASSEMBLY  
STATE OF NEW YORK  
ALBANY

Enclosed is the material you requested. If I can be of further service, please call upon me.

Cordially,

FOR RELEASE:  
IMMEDIATE, THURSDAY  
JANUARY 26, 1984

Governor Mario M. Cuomo today announced the creation of two major advertising campaigns produced by the New York State Department of Commerce which are designed to increase tourism and business development in the State.

The two new advertising campaigns, unveiled at a press conference at the Governor's New York City Office, earmark \$1.6 million for promotion of the newest in a series of award-winning I LOVE NEW YORK television commercials promoting travel to New York City, and an innovative \$1.5 million print and radio business development ad campaign entitled, "New York State: The State That Listens To Business."

Governor Cuomo also announced the appointment of George Weissman, Chairman of the Board and Chief Executive Officer of Philip Morris Incorporated, as an unpaid special advisor to the Governor on the State's efforts to educate industry and business on the benefits of doing business in New York State.

Harvey Cohen, Senior Deputy Commissioner of Commerce and Assistant to Governor Cuomo, supervised the creation of both campaigns, which were produced by the New York City advertising firm of Wells, Rich, Greene, Inc. Both campaigns will debut in February.

"The Commerce Department's new "State That Listens To Business" ad campaign focuses on the State's commitment to listen to and communicate with the private sector to foster a working relationship between the State's business community and government.

The campaign introduces the elements of the State's economic development plan, including the appointment of Mr. Weissman, who will head a group of outstanding members of the State's business community to serve as a "listening post" for business.

Governor Cuomo pointed out that the new business development campaign puts into motion a program that shows his administration's belief that the more government listens to the State's private sector, the more chances government has in helping create more jobs in New York State. Statistics from the State Commerce Department indicate that the private sector accounts for six million jobs in the State, a number that is increasing.

- 2 -

The ad campaign's initial print advertising will capitalize on a recent INC. Magazine ranking of U.S. states on factors that are critical to small business. In that survey, New York State jumped from 12th place to fourth nationally and first in the Northeast for improving the economic climate for the small businessman.

"What we want the business community to understand in our 'State That Listens to Business' campaign is that New York is providing a healthy climate for our economy to thrive in the 1980s," Governor Cuomo said. "Last year we held the line on personal income and sales and corporate franchise taxes. We will do that again this year. And we have passed a bond issue that will improve the infrastructure of our roads and bridges that is so crucial to better business development."

The latest I LOVE NEW YORK City commercial, entitled "Stars," was filmed in October and includes such luminaries from the entertainment and political arenas as Pearl Bailey, Mikhail Baryshnikov, Carol Channing, Cher, Henry Kissinger, Liza Minnelli, Gregory Peck and Frank Sinatra and the Broadway casts of "Cats," "Chorus Line," "Dream Girls," "La Cage Aux Folles" and "My One and Only." The 60-second commercial will be aired on television in 10 major markets for five weeks.

Although the I LOVE NEW YORK campaign has been acclaimed for its innovative approach to promoting tourism development, Governor Cuomo said, "There is a more important bottom line to its success -- the creation of revenue and jobs for the Empire State."

Since I LOVE NEW YORK was launched in 1977, travel receipts have doubled from \$5.5 billion to \$11.6 billion in 1982 with nearly 275,000 travel-industry related jobs created during that period, he said.

Charlie Moss, vice chairman and creative director for Wells, Rich, Greene, Inc., and the originator of the I LOVE NEW YORK campaign, said that the "Stars" commercial expands the focus of the I LOVE NEW YORK City campaign to include vacation activities such as sightseeing, shopping, restaurants and cultural activities, in addition to Broadway.

"The celebrities we have lined up for this commercial prove that the I LOVE NEW YORK campaign is still continuing as strong as when it was started six years ago," Moss said.



EMORY UNIVERSITY SCHOOL OF MEDICINE

THOMAS K. GLENN MEMORIAL BUILDING

69 Butler Street, S.E.

Atlanta, Georgia 30303

016-111  
NEW YORK STATE  
JOURNAL OF MEDICINE

FEB 3 1984

DEPARTMENT OF MEDICINE

January 30, 1984

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

Dear Alan:

Your magazine is beautiful! I know you are extremely proud of it.

We would certainly like to see you, and we would be pleased to arrange a Medical Grand Rounds or some teaching session where you might present your work.

I will ask McGraw-Hill to send you a copy of Clinical Essays on the Heart for your review.

I am sure your efforts will encourage many people to discontinue smoking.

Sincerely,

J. Willis Hurst, M.D.  
Candler Professor of Medicine  
(Cardiology)  
Chairman, Department of Medicine

JWH:bh

22 Elm St.  
Hartford, Ct 06106



STATE OF CONNECTICUT  
Department of Health Services  
Hartford

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

January 30, 1984

Dear Alan:

Heartiest congratulations on your superb December 1983 issue of the New York State Journal of Medicine. The topics were well researched and presented and the humor that was interspersed was enjoyable. I especially was impressed with your examples of how advertising attempts to get unsuspecting nonsmokers to associate smoking with a host of desirable outcomes. I only hope that this can add the pressure to have the federal government look much closer at the subtle effects of cigarette advertising.

May I offer congratulations to you and your staff for a job well done!

Best wishes.

Sincerely,

A handwritten signature in cursive script that reads "Doug".

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

DSL:mlp

cc: Michele Laden

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

E. R. W. FOX, M. D.

Two-twelve South Eleventh  
Coeur d'Alene, Idaho 83814

January 31, 1984

John W. Gerwels, M.D.  
3326 Fourth Street  
Lewiston, Idaho 83501

Dear Doctor Gerwels:

The enclosed letter is self-explanatory. Doctor Alan Blum was an AMA Morris Fishbein Fellow and is now the Editor of the New York State Journal of Medicine.

He is an untiring crusader against cigarette smoking, and, of course, cigarette advertising.

Whatever your theme for the Annual Meeting may be, I feel certain that Doctor Blum could make an intensely interesting contribution as he takes on Madison Avenue, The New York Times and "Women's Lib" magazines.

Cordially yours,

E. R. W. Fox, M.D.

ERWF/rc  
Enc.

E. R. W. FOX, M.D., F.A.C.S.  
MEDICAL DENTAL CENTER  
COEUR D'ALENE, IDAHO

January 31, 1984

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

Dear Doctor Blum:

It was good hearing from you again, and to know that you are happy in your new editorial position.

Your December issue of The New York State Journal of Medicine was a masterpiece. You know that I take every opportunity that presents itself to come out slugging against cigarette smoking. I am particularly concerned because a large part of my practice is devoted to the care of women.

Doctor Cromer's article "Precious Baby" made a telling point.

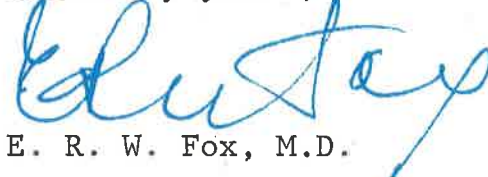
The personal vendetta carried on by Doctor Gitlitz reminded me of my own efforts directed towards women's magazines. Some editors were evasive; others frankly admitted they liked the money derived from cigarette ads.

Perhaps this will inspire me to do a little more crusading!

Although I do not know what plans have been made regarding the program for the next Idaho Medical Association annual meeting in July, I will contact the program chairman, and send along your letter.

With kind personal regards.

Cordially yours,



E. R. W. Fox, M.D.

ERWF/rc

# The University of Iowa

Iowa City, Iowa 52242

College of Medicine  
Department of Preventive Medicine  
and Environmental Health



1847

February 1, 1984

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

Dear Dr. Blum:

I have received your December, 1983 issue of the New York State Journal of Medicine which was devoted to the world cigarette situation. I found it very interesting and enlightening.

I would appreciate it if you would send me 20 copies of this issue. Along with the shipment, please send your invoice and we will process it for payment. I think our faculty and students would benefit from this issue.

We would be grateful for your prompt attention to this order.

Sincerely,

A handwritten signature in cursive script that reads "Peter Isacson".

Peter Isacson, M.D.  
Professor and Head

PI/rjk

20. @ 4.50 = \$ 90.00

V-422



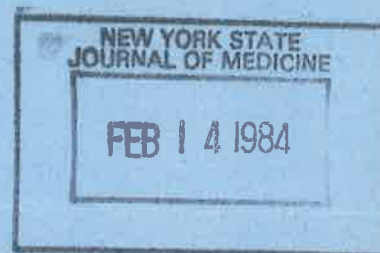
# The American Journal of Dermatopathology

Editor-in-Chief: A. BERNARD ACKERMAN, M.D.

NEW YORK UNIVERSITY MEDICAL CENTER  
530 FIRST AVENUE, NEW YORK, NEW YORK 10016  
212-340-7250

February 2, 1984

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



Dear Dr. Blum,

I simply wanted to tell you how magnificent was your issue devoted to "The World Cigarette Pandemic". I don't believe that I have ever seen an issue of any journal that was more spectacular.

Congratulations and all good wishes to you from

A handwritten signature in dark ink, appearing to read "Bernard Ackerman".

A. Bernard Ackerman, M.D.

ABA/bwc  
1652m



# New Zealand Medical Association

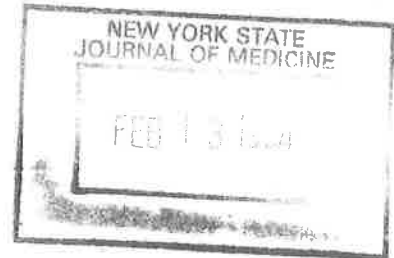
TELEPHONE: 724-741

P.O. BOX 156  
WELLINGTON

Ref: PL/TOP 79/1

2 February 1984

Dr A Blum  
Editor  
New York State Journal of Medicine  
P O Box 5404  
Lake Success  
N Y 11042  
USA



Dear Dr Blum

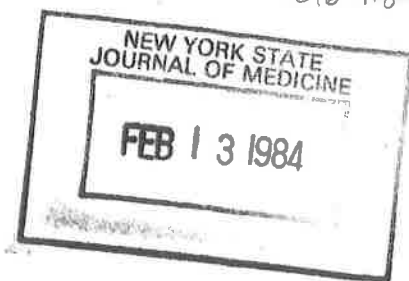
Thank you very much for forwarding a copy of the New York State Journal of Medicine's special issue on the cigarette smoking pandemic. It certainly makes impressive reading.

The Association is grateful for the opportunity to provide material for the New York State Journal of Medicine and I look forward to working with you again in the future.

Regards.

Yours sincerely

Karen Morris  
Committee Secretary  
(General Practitioner Services)



WARREN M. ANDERSON

PRESIDENT PRO TEM

MAJORITY LEADER

THE SENATE  
STATE OF NEW YORK  
ALBANY 12247

February 6, 1984

George G. Gitlitz, M.D.  
Surgical Associates, P.C.  
33 Mitchell Avenue  
Binghamton, New York 13903

Dear George:

Thank you for sending along the latest issue of the New York State Journal. It certainly looks like the publication has reestablished a firm standard of quality. The assistance of Jack Manzari and yourself is a needed contribution and the theme of this issue did interest me.

With warm personal regards, I am,

Sincerely,

WMA:FM



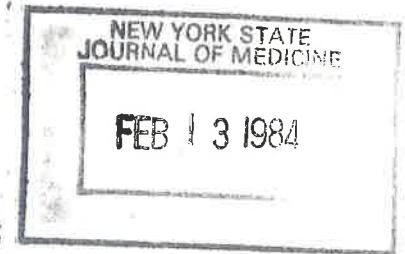
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1053 Carling Ave.  
Ottawa, Ontario  
Canada K1Y 4E9  
(613) 725-4000

**FAMILY MEDICINE CENTRE - SERVICE DE MÉDECINE FAMILIALE**

210 Melrose Avenue, Ottawa, Ontario, Canada K1Y 4K7 (613) 725-4334

February 6, 1984



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

Dear Dr. Blum:


Thank you for forwarding to me, the December, 1983 issue of the New York State Journal of Medicine. You are to be congratulated for assembling a variety of information on the problem of medicine that will be most helpful in persuading some of our politicians that strong measures are necessary to reduce the unacceptable toll in life caused by smoking.

For your information, I have enclosed a copy of a recently published review of the work done in our practice to determine the physician's role. The combination of this work and my participation in the Ontario Task Force on the problem of smoking have convinced me that physicians must convince politicians to take stronger action in banning promotion, increasing taxation and restricting the effects of second-hand smoke.

I look forward to distributing the Journal to several interested colleagues, politicians and some journalists, especially to sports writers who strongly oppose the necessary measures.

Again my congratulations to you and thanks for your generous offer.

Yours sincerely,

  
W.W. Rosser, M.D., C.C.F.P., F.C.F.P.,  
Professor and Chairman,  
Department of Family Medicine,  
Director,  
Family Medicine Centre.

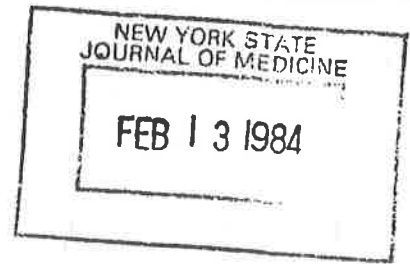
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Encl.

COUNTY OF SUFFOLK



PETER F. COHALAN  
SUFFOLK COUNTY EXECUTIVE



DEPARTMENT OF HEALTH SERVICES

DAVID HARRIS, M.D., M.P.H.  
COMMISSIONER

February 8, 1984

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

Dear Dr. Blum:

Let me join the chorus who probably have already voiced their admiration for that splendid December 1983 issue of the New York State Journal of Medicine. It is a tour de force and as I understand from Larry Hinkle and Maury Shils, a labor of love on your part.

I have already ordered additional copies of that issue and plan to provide each of our county legislators with a copy. The Suffolk County Legislature is in the process of considering a "Clean Indoor Air Act" which would place restrictions on smoking in public places. Your issue on smoking and health should impel the men and women of the county legislature to take action.

Sincerely,

David Harris, MD, MPH  
Commissioner

DH:vm

DON EDWARDS  
10TH DISTRICT, CALIFORNIA

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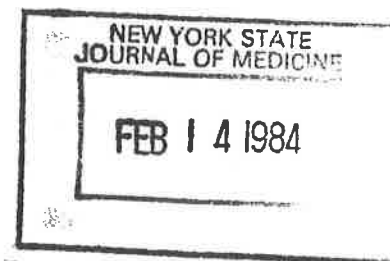
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Congress of the United States  
House of Representatives  
Washington, D.C. 20515

February 9, 1984

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

Dear Alan:

Many thanks for sharing with me the December issue of the Journal. I read with keen interest the comments by Michael Pertschuk. He has certainly put me in good company!

The "World Cigarette Pandemic" is a fine compilation of the health issues facing all of us, smokers and non-smokers alike. I am pleased to report that we are making some headway here in Congress by taking steps to better educate the public about the hazards of cigarette smoking. Most recently, my colleague Congressman Waxman was successful in passing a bill out of his subcommittee that will require that stiff health-warning labels be printed on cigarettes.

I feel fortunate to have a California colleague leading the way on this issue. I'll certainly be supporting Mr. Waxman in his ongoing efforts to curb the tobacco industry's influence here in Congress. I've enclosed some articles that the Congressional Quarterly has done in the past year that sum up the political situation here in Congress that surrounds the issues of tobacco subsidy in light of the federal government's role in researching the links between smoking and health problems. I hope you'll enjoy them.

Again, it was good to hear from you. Keep up your fine work on the Journal.

With kindest regards.

Sincerely,

Don Edwards  
Member of Congress

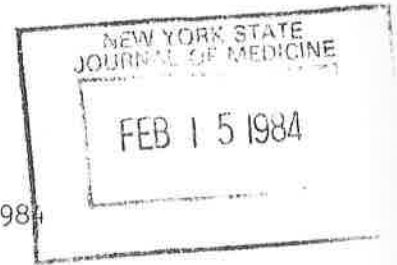
DE:t1  
Enclosures:2

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345-2701



February 9, 1984

Mr. Alan Blum  
Editor, New York State Journal of Medicine  
Medical Society, State of New York  
420 Lakeville Rd.  
Lake Success, New York 11020

Dear Mr. Blum:

I am very interested in your December issue of the New York State Journal of Medicine. However, the individual cost of the magazine is rather exorbitant for our meager budget.

Could you possibly quote a special education rate on thirty (30) copies of the aforementioned issue of the Journal?

I would also like to know the cost of a yearly subscription to the Journal for our school.

Thank you for your consideration.

Sincerely,

*Frank Massey*  
Frank Massey, Director  
LASH Student Services

js

V-453



# THE MEDICAL ASSOCIATION OF SOUTH AFRICA

(Incorporated association not for gain)

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All correspondence to be addressed to: The Secretary General

Dr C E M Viljoen

INTERNATIONAL CALLS + 27 12 47-6101

Our ref 2

Your ref

1984.02.09

Dr A Blum  
Editor  
New York State  
Journal of Medicine  
P O Box 5405  
LAKE SUCCESS  
N.Y. 11042

NEW YORK STATE  
JOURNAL OF MEDICINE

FEB 21 1984

Dear Dr Blum,

THE WORLD CIGARETTE PANDEMIC (NEW YORK STATE JOURNAL OF MEDICINE,  
DECEMBER 1983)

Thank you very much for your kind letter and the enclosed copy of  
the above.

I have to apologize for the delay in replying, but I simply had to  
deal first with numerous other important matters which cropped up  
during the Festive Season.

I have since had the time to study the Journal at length and must  
congratulate you on a tremendous effort.

Obviously all articles have been well researched by the authors, and  
your selection of material as well as the presentation thereof  
contributed in making this issue an achievement in its own right.

I find it rather difficult to give preference to a specific article.  
However, the chapters 'Legislation' and 'What's new in the World'  
were of particular interest to me as it gave some insight into  
various avenues which may be explored when dealing with legislation.

I would also like to thank you for giving the MASA the opportunity  
to render a contribution in this regard.

Yours sincerely,

C E M VILJOEN  
SECRETARY GENERAL

MvW/tw





# NEW YORK STATE JOURNAL OF MEDICINE

420 Lakeville Road, P.O. Box 5404, Lake Success, N.Y. 11042 • (516) 488-6100 • (212) 895-2380

Editor: Alan Blum, M.D.

February 10, 1984

Mr. Robert P. Smith  
Manager  
Advertising Acceptability  
The New York Times  
229 West 43rd Street  
New York, NY 10036

Dear Mr. Smith:

At your suggestion, I am following up on our telephone discussion about advertising policies of The New York Times. In light of the ongoing response from readers in regard to the issue of the Journal on "The world cigarette pandemic," I am preparing an editorial sequel that will focus on the article entitled "Cigarette advertising in The New York Times: An ethical issue that's unfit to print?" I appreciate your offer to provide written replies to questions on this subject.

Since January 1, 1984 there has not been a cigarette advertisement on either the women-oriented Style page or the lead daily sports page (Tuesday through Saturday). This is the first time in several years that no cigarette ads from American Brands (Pall Mall, Carlton, Lucky Strike) have appeared on these pages. (The advertisements have continued on the back sports page of The New York Post.) Does this absence from The Times reflect a change in position on the acceptance of such advertisements or is this a case of a lapsed contract? In light of new findings in Connecticut, Texas, and other states in the past year that among women the rate of lung cancer (attributed to cigarette smoking) has surpassed the rate of breast cancer, has there been new consideration by The Times of no longer accepting cigarette advertising in juxtaposition to women-oriented sections such as Style? Similarly, in light of the debilitating effect of cigarette smoking on athletic performance, how does The Times justify the continuing cigarette advertising in a fitness-oriented section such as the Monday sports pages? Are not the readers of the Style and Sports sections younger on average than readers of other sections? How does The Times justify promotion of a newspaper with cigarette advertising to students in elementary and junior high schools?

To the best of my knowledge -- and in contrast to editorial comment by The Times on advertisements for X-rated movies or Mobil -- there has never been an editorial in The Times that has addressed the ethics of the acceptance of advertising for a product that directly results in more than 350,000 deaths each year in the United States. Does The Times acknowledge that the small warning combined with the vivid imagery in cigarette advertisements may mislead

Mr. Robert P. Smith  
New York, NY

Page - 2

some readers into a more favorable attitude toward cigarettes and a greater social acceptance of smoking?

Has The Times published any article or letter critical of the newspaper's policy of accepting cigarette advertisements?

Why does The Times not accept advertising for mail-order weapons or horoscopes? Are there advertisements for other legal products that The Times will not publish?

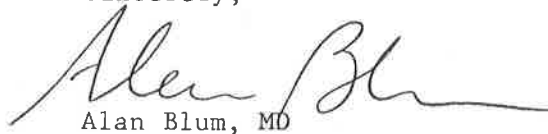
Unlike other corporate advertisements and unlike the advertising campaigns by The Tobacco Institute, the new series of advertisements by R J Reynolds support the use of the company's product and attempt to dissuade the reader from believing that cigarette smoking has been proven to cause harm to the purchaser and user of cigarettes -- or to by-standers, including children and the infirmed. Why did The Times not require the manufacturer to comply with the 12-year old Federal Trade Commission agreement that a conspicuous warning be included in such advertising? By not requiring the warning on advertisements that cast doubt on the dangers of smoking, does The Times not join its advertiser in suggesting either that cigarette companies have not been given sufficient opportunity to state their case or that there is indeed doubt that smoking is harmful to health?

I regret that Ms. Cunningham, tobacco advertising manager, declined to be interviewed on the subject of tobacco advertising. I intended to ask her -- and now ask you -- who is responsible for the ongoing campaign by The Times in the United States Tobacco Journal (now the United States Tobacco and Candy Journal) offering tobacco manufacturers the pages of The Times as a credible vehicle for selling cigarettes; does this not acknowledge that The Times not only passively "accepts" cigarette ads but actively courts the favor of tobacco companies? Does not the slogan, "Lifestyles are made, not born" reveal that The Times is encouraging young people to take up smoking?

As is discussed in the advertising column of the Business section in regard to all manner of ad accounts, how much does The Times spend on its campaign to attract cigarette advertisements? One estimate of The Times' annual income from cigarette advertising (exclusive of income from advertising for British American Tobacco's Gimbels and Saks Fifth Avenue stores) has been put at \$12 million -- is this a fair estimate?

Again, I appreciate your offer to provide written answers from The Times management to these questions, and I look forward to receiving your letter. In the interest of publication deadlines, I would appreciate hearing from you in the next two weeks. Enclosed is an extra copy of the Journal.

Sincerely,



Alan Blum, MD  
Editor

AB:mm  
encl.

016-187

NEW YORK STATE  
JOURNAL OF MEDICINE  
FEB 2 1984

MONTEFIORE HOSPITAL AND MEDICAL CENTER  
ALBERT EINSTEIN COLLEGE OF MEDICINE  
BRONX, NEW YORK

VICTOR W. SIDEL, M.D.  
*Chairman, Department of Social Medicine*  
Montefiore Hospital and Medical Center  
*Professor of Community Health*  
*Chairman, Department of Community Health*  
*(MHMC Campus)*  
Albert Einstein College of Medicine

*Mailing Address:*  
Department of Social Medicine  
Montefiore Hospital and Medical Center  
111 East 210th Street  
Bronx, New York 10467  
*Telephone:* (212) 920-5508

February 13, 1984

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

Dear Alan:

Thank you very much for sending me a copy of the superb issue of the Journal devoted to smoking. I have given this copy to Susan Addiss, President of APHA, who is spearheading APHA's anti-smoking efforts this year; I am certain she will make good use of it and will make it known as part of APHA's campaign.

With regard to your request for my participation in your issue on hunger, I have enclosed a copy of my Congressional testimony in November. We will have a full report on this part of Hunger Watch--New York State available shortly and I will of course send you a copy. Please let me know how else I can help.

Could you please send me two more copies of the issue on smoking. I have included a check for \$3.00; if this does not cover the cost and the shipping, please let me know and I will gladly send you the additional cost.

Sincerely,



Victor W. Sidel, MD

VWS:spl

cc: Susan Addiss, MPH, MUrS, President, American Public Health Association  
encl.



February 13, 1984

Dear Alan,

Congratulations on your fantastic December issue. You should be proud of it. I think it is one of the best set of articles ever put together on the smoking issue. I've enclosed a check to help pay for as many copies as we can get our hands on (how about 20-25?).

I had a great conversation with George Gilitz in Binghamton last week. He sent me a nice note and a copy of one of their bumperstickers. We differ in our conclusions about tobacco advertising. He thinks that it should be eliminated. I think that we should just think of better anti-smoking themes and slowly drive them out of business.

I called several people in Spokane and no one there knew anything about a Lucky Strike campaign in their town. So I held off on sending out a press release. I was sorry to miss the opportunity to coordinate a cross country event with all of you in New York and Georgia. As soon as I hear about them doing something in Spokane, I will respond. Maybe they got cold feet or decided to test it out in Washington at a later date.

I am having slides made of five new smoking posters. I'll send you copies when they get back from the photographer. I've also enclosed a copy of several anti-smoking (pro-breathing) ordinances that are being debated in the state capital. I'll keep you posted as they pass or fail. I think that the only one with a chance of getting debated on floor this session is the one on public smoking.

Good luck on your many adventures. Keep in touch.

Sincerely  
Bob



016-126

# The Medical Societies

Of The Counties Of

## Broome, Delaware and Otsego

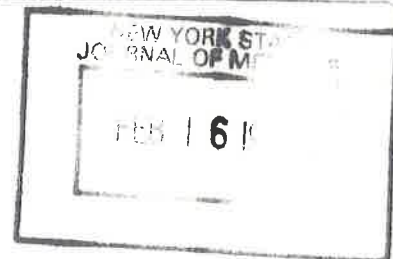
4500 Old Vestal Road

Box 897

Binghamton, New York 13902

(607) 729-9261

February 13, 1984



Alan Blum, M.D., Director  
Division of Scientific Publications  
Medical Society of the State of New York  
420 Lakeville Rd.  
Lake Success, NY 11042

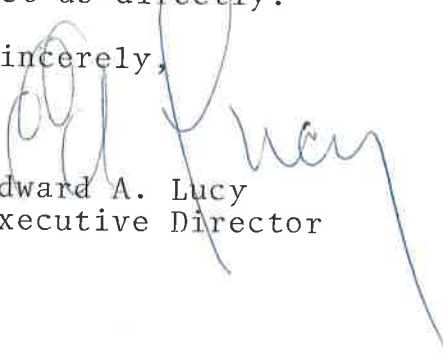
Dear Dr. Blum:

The Broome County Medical Society would like to invite you, as Editor of the New York State Journal of Medicine, to speak on a topic of your choice at our March 21, 1984 membership meeting. In the event that you will be able to join us, would you be good enough to forward to the Medical Society an outline of your presentation as soon as possible. This will enable the Medical Society staff to send the appropriate notices to our membership.

The Medical Society staff is available to make travel reservations for you. Should you wish to drive to the Binghamton area, the simplest method of paying for your expenses, would be for you to keep an accurate record of your mileage and any expenses incurred while traveling. Should you wish, the Medical Society staff will make reservations at a hotel of your choice. In addition, we will make arrangements for any audio visual equipment that you may require if you inform us of your specific needs.

We look forward to working with you in the weeks to come. Should you require any further information or assistance from us, please feel free to contact us directly.

Sincerely,

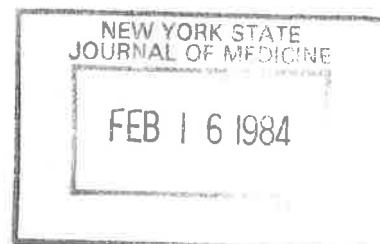
  
Edward A. Lucy  
Executive Director

EAL/jh

**Stony Brook**

016-125  
Department of Community and Preventive Medicine  
School of Medicine  
Health Sciences Center  
State University of New York at Stony Brook  
Stony Brook, NY 11794  
telephone: (516) 444-2190

February 13, 1984



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

Dear Alan:

I have finally had a chance to go through the smoking issue. It is marvelous, a superb job. I hope that it gets wide circulation. Its impact should be significant.

I do look forward to meeting you at the FMS forum. With my best wishes,

Sincerely,



Steven Jonas, M.D., M.P.H.  
Associate Professor

SJ:mr

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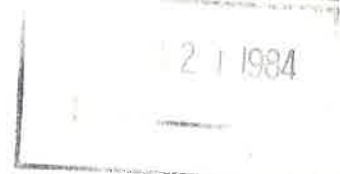
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2054 University Avenue, Suite 500 Berkeley, CA 94704 (415) 841-3032

February 14, 1984



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

Dear Alan:

It was good talking to you the other day, and I will look forward to working with you on the Prop. P article. I will begin writing it shortly. In the meantime, there are a few miscellaneous matters I wanted to write about.

I asked Bruce Shourt, who does our video work, to send you a tape with the 20/20 show and our Prop. P spots on it. Unfortunately, we don't have the No on P spots. He should be sending the tape soon.

In case you have nothing better to do, I am enclosing copies of my letters to Reasoner and the Times. They probably won't do any good, but I find such letter writing to be very cathartic. I also thought you might enjoy seeing the quote I used from the Journal in the second letter to the Times.

The special Journal issue is absolutely marvelous -- my compliments to you! I did indeed particularly enjoy the Gitlitz-Times correspondence. Those are the best letters I have ever seen on the subject of smoking, or for that matter, on almost any subject.

Is there any chance of the Journal paying an honorarium to CNR for the Prop. P article? The organization is in desperate financial straits right now and anything that could be arranged would be a help.

Sincerely,

*Peter*

Peter Hanauer





February 14, 1984

Dr. Alan Blum, Editor  
420 Lakeville Road  
PO Box 5404  
Lake Success, New York 11042

Dear Dr. Blum:

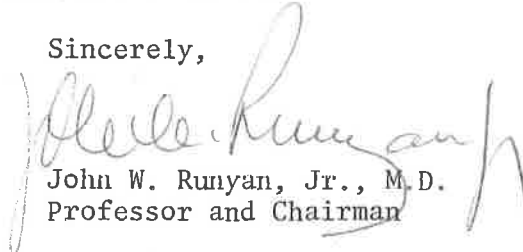
Let me congratulate you on the December, 1983 issue of the New York State Journal of Medicine. It is indeed a classic and I commend you for bringing these historical events into one issue.

I thought that you might be interested in the reprint of a paper we published in Medical Care, February, 1980 in which we point out that 15% of hospitalizations on the medical services of two large hospitals here in Memphis were directly or indirectly related to smoking. Alcohol abuse accounted for 17% of the admissions. A similar issue of the Journal documenting the many ramifications of alcohol may be of comparable interest.

I am passing this issue around to members of the Department for their perusal.

Again thank you for this great effort.

Sincerely,



John W. Runyan, Jr., M.D.  
Professor and Chairman

JWR:lh  
Enclosure



# Goldstein, Goldstein & Feinman, D.D.S., P.A.

RONALD E. GOLDSTEIN, D.D.S.

RONALD A. FEINMAN, D.M.D.

NEW YORK STATE  
JOURNAL OF MEDICINE

FEB 21 1984

February 15, 1984

Dr. Alan Blum  
Editor  
NEW YORK STATE JOURNAL OF MEDICINE  
420 Lakeville Road  
P. O. Box 5404  
Lake Success, New York 11042

Dear Alan:

Forgive me for not writing sooner. I've been in and out of town with lectures and when in town, I have been hard at work on trying to get my new consumer book on cosmetic dentistry to the printer. I leave for Chicago tomorrow to meet with the publisher again and wanted you to know how much I was thrilled to read the December 1983 issue of the New York State Journal of Medicine. It is certainly the most brilliant example of reporting and complete coverage of the subject of smoking in our life style that I've ever seen. I can't tell you how proud I am of your efforts to continue this tremendously up-hill, but necessary battle.

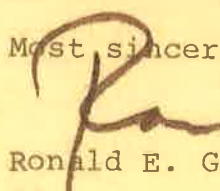
Every physician in this country should receive a copy of this journal.....and be forced to read it! I hope your Public Relations Department is sending copies of this to the various media shows because it is a topic that needs to be discussed and I know of no better individual to do it than yourself.

I'm sorry I was unable to help out on the local press conference, but received only short notice and did not have sufficient time to cancel patients to be there. Unfortunately since I'm only practicing half time, I'm appointed several months in advance and many of my patients come from out of town and it's just too difficult to get them back again should I cancel. However, I would definitely like to write the FCC if it is not too late and if you'll give me some instructions on how to do it, I'll take care of it immediately.

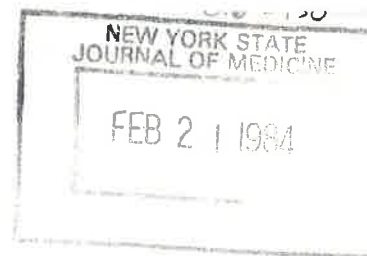
Keep up your excellent work, Alan, and I know my Dad would have loved to have seen your accomplishments - especially this historic effort in journalism.

With all best wishes, I am,

Most sincerely,

  
Ronald E. Goldstein, D.D.S.

ms



# The University of Texas System Cancer Center

M. D. Anderson Hospital and Tumor Institute

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

February 15, 1984

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


Dear Doctor Blum:

Your letter of February 10th and the December 1983 Issue of the New York State Journal of Medicine have just arrived. I have glanced at this Issue and congratulate you and your association for publishing such a striking blow in our efforts to control the epidemic of lung cancer and other diseases attributable to cigarette smoking. I look forward to reading it page by page and know that I will be stimulated to increase my activities in this battle.

I am pleased to learn that you are planning to be in Texas in September and hope that you will keep me informed of your schedule so that we can plan to meet during the time that you are here in Texas.

Congratulations on your publishing such an outstanding Issue of your Journal.

Sincerely yours,

  
David T. Carr, M.D.  
Professor of Medicine  
Chief, Pulmonary Disease

DTC:dlj



1836-1986

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DEPARTMENT OF HEALTH

County Office Building  
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Carmel, New York  
10512

February 16, 1984

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

Dear Dr. Blum:

I wish to congratulate you on the December issue of the New York State Journal of Medicine. You have taken a very important step on the most urgent health issue of our time, and I regard it as a call to arms and hope others and other forces might join in taking more action. You mentioned in our recent telephone conversation that an agency now in existence is intent on expanding the effort, but I failed to write down the name. D.E.C. and E.P.A. have had no visible effects.

In our conversation I mentioned a suspicion that I have had for a long time, that the tobacco industry and the Tobacco Foundation have become extremely adroit in working their counter-attacks. They proudly point to the millions of dollars they have spent in cancer investigation and it has been their pattern to confuse and mislead wherever possible. In particular, I wished to know how and where the money was and is being spent. I would like to know more about their "research" but have never been able to identify it.

I think it is also obvious that our many agencies involved in protective action and information services have been very busy chasing substances that, from a physician's view, have very little to do with health. I submit that the chase for the carcinogen of the month may have been initially directed and programmed by the Tobacco Foundation. It certainly has been effective in directing attention away from the known evil effects of smoking onto our foods and water supplies. These, of course, can be cleaned up also, but the massive media coverage has

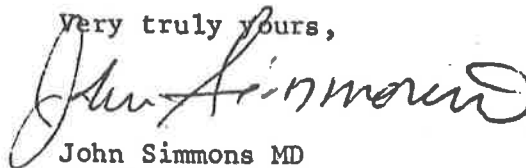
Alan Blum MD  
Editor, New York State Journal of Medicine  
February 16, 1984

Continued  
Page 2

successfully diverted public opinion away from the known causes of cancer, of which tobacco is the major controllable substance.

In the words of Adlai Stevenson "Those who corrupt the public mind are just as evil as those who steal from the public purse".

Very truly yours,

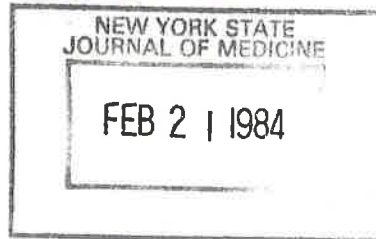
A handwritten signature in cursive script, appearing to read "John Simmons".

John Simmons MD  
Deputy Commissioner

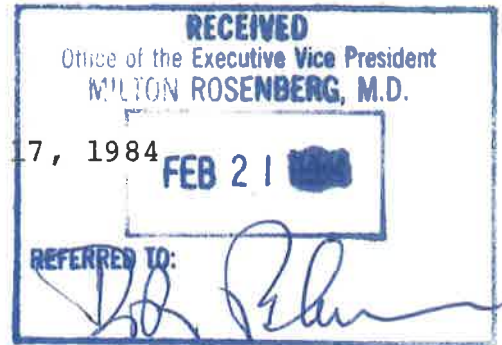
JS/er

# Political Resources Corporation

230 West 41st Street, Suite 1202, New York, N.Y. 10036 (212) 391-8707



February 17, 1984



Milton Rosenberg, MD  
Executive Vice President  
New York State Medical Society  
420 Lakeville Road  
Lake Success, New York 11042


Dear Milt:

Just a note to say what a great job you and the staff did on the staff of the December issue of the **New York State Journal of Medicine**. I'm sure this document will bring a great deal of prestige to the Society in addition to providing a large amount of very useful information in one spot for many individuals who are interested in this particular endeavor.

Incidentally, I do think the new format of the Journal and the quality of the articles has been a major step in improving the overall acceptability of the publication.

Again, my personal thanks for your efforts.

Sincerely yours,

  
George W. Melcher, Jr., MD  
Managing Director

/jfb

February 17, 1984

Jesse Steinfeld, M.D.  
President  
Medical College of Georgia  
Augusta, Georgia 30912

Dear Dr. Steinfeld:

I very much think that the December 83 issue of the New York State Journal of Medicine to which we were both contributors very much belongs in the hands of all medical students, physicians and others who see patients.

In talking with Alan Blum, I initially tried to come up with some mechanism of helping to fund distribution to students at MCG, my Alma Mater. As I reflected further I have become much more grandiose and would like to see if it is possible to get distribution to every student and alumnus of MCG, possibly through the Alumni Association. Alan had indicated that copies could be obtained for this purpose at a special price of \$1.00 plus postage and handling. I would like to start the ball rolling by making a modest contribution of \$250 towards this goal if this seems like something feasible for the Alumni Association or the school to embark upon.

I look forward to meeting you before long.

Sincerely,



Sheldon B. Cohen, M.D. (MCG 1951)

SBC/

2/18/84

016-155

Dear Dr. Blum -

Congratulations on your  
December '83 issue on  
Smoking! Never have I seen  
such a "round-up" on  
the subject. If you do  
another subject this way,  
I'd like to hear of it;  
I don't normally see  
any medical magazines,  
nor work on medicine  
stories, but perhaps I could  
pass it on. Sincerely,

Lucy Voulgaris  
T-L Edit Bureau  
T-L Bldg, NY 10020



Voulgaris 772  
**TIME**

TIME & LIFE BUILDING  
ROCKEFELLER CENTER  
NEW YORK, N.Y. 10020



Alan Blum, MD, Editor  
NY State Journal of Medicine  
420 Lakeville Rd.  
Lake Success  
NY

11042

PO Box 5404



## UNIVERSITY OF MEDICINE AND DENTISTRY OF NEW JERSEY

NEW YORK STATE  
JOURNAL OF MEDICINE

FEB 23 1984

RUTGERS MEDICAL SCHOOL  
St. Peter's Medical Center  
254 Easton Avenue  
New Brunswick, New Jersey 08903  
(201) 745-8600

Department of Medicine

February 21, 1984

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

Dear Alan,

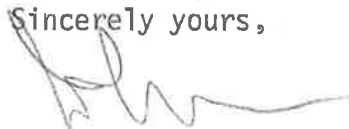
Congratulations on the December, 1983 issue of the Journal. My Spring grand rounds was already in the formative stages (on Cigarette Marketing - 1984) when I saw your special issue. It not only is making my preparation easier, but it also has caught the interest of the Department Chairman at the hospital. As a result, each attendee at my rounds will receive a copy of the issue.

I have long been aware (and admiring) of DOC, and recall hearing of your work as a Fishbein fellow. It is good to see this latest turn in your career.

As usual, grand rounds preparation generates many fresh ideas, and I am anxious to try some of them out in the near future. Should any develop into something interesting, I'll let you know.

Anyway, thanks again for a wonderful, timely issue. I hope to be in touch in the near future.

Sincerely yours,



John D. Slade, M.D.  
Emory '74 M

JDS/mm





## PHILIPPINE MEDICAL ASSOCIATION

Member: World Medical Association (WMA)  
Co-Founder: Confederation of  
Medical Associations of Asia and  
Oceania (CMAAO)  
Co-Founder: Medical Association of  
Southeast Asian Nations (MASEAN)

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District Councilor for Western  
Mindanao

21 February 1984

DR. ALAN BLUM  
Editor  
New York State Journal Of Medicine  
420 Lakeville Road  
Lake Success, N.Y., 11042, U.S.A.

Dear Dr. Blum:

It was a pleasure to receive your letter of 25  
January together with an extra copy of the Journal  
issue on smoking. Thank you for both.

The Philippine Medical Association will welcome  
an exchange of journals and forthwith I shall have  
the NY State Journal of Medicine included in our  
mailing list for the Journal of the Philippine  
Medical Association. The Association maintains  
a reference medical library open to all health  
professionals.

I shall also keep in mind possible materials for  
your journal, particularly in terms of health  
care delivery and alcoholism, areas of forth-  
coming focus in your publication.

If there is any other way through which I can be  
of assistance, please do not hesitate to let me  
know.

Warmest personal regards and best wishes for your  
continued success.

Sincerely yours,

*Vicente J.A. Rosales*  
VICENTE J.A. ROSALES, M.D.  
President

V JAR:abp

NEW YORK STATE  
FEB 28 1984

NEW YORK COUNTY MEDICAL SOCIETY

40 West 57th Street, New York, N.Y. 10019

Telephone: (212) 399-9040

NEW YORK STATE  
JOURNAL OF MEDICINE

FEB 29 1984



February 27, 1984

Milton Rosenberg, MD  
Executive Vice-President  
Medical Society of the State  
of New York  
420 Lakeville Road, NY 11042

Dear Doctor Rosenberg:

At its meeting on February 13, 1984, the Board of Directors of the New York County Medical Society unanimously voted to commend the editors and staff of the New York State Journal of Medicine for the excellence and timeliness of the series of articles entitled, "The World Cigarette Pandemic," appearing in the December, 1983, issue.

With all good wishes, I am

Sincerely yours,

ARNOLD L. BACHMAN, MD  
Secretary

ALB:rga

cc: Alan Blum, MD,  
Editor  
New York State Journal of Medicine

George W. Melcher, Jr., MD

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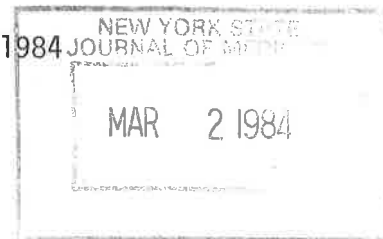
*Administrative Assistant*

ANGELICA M. D'ONGHIA

**Stony Brook**

016-170  
Department of Community and Preventive Medicine  
School of Medicine  
Health Sciences Center  
State University of New York at Stony Brook  
Stony Brook, NY 11794  
telephone: (516) 444-2190

February 29, 1984



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

Dear Dr. Blum:

The December 1983 issue devoted to the hazards of cigarette smoking is an appropriate commemoration of the first Surgeon General's report on the subject. I hope that the publication will have some effect, if this is still necessary, on the campaign launched by the Reynolds Tobacco Company. You should send copies to the editors of the popular magazines.

I am ordering 25 copies for our faculty.

Sincerely yours,

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

Andre O. Varma, M.D., M.Sc.  
Chairman/Professor

AOV:vn

MAR 5 1984

## Mayo Foundation

Rochester, Minnesota 55905 Telephone 507 284-2511

Mayo Clinic Mayo Medical School  
Mayo Graduate School of Medicine

March 2, 1984

R. E. Ritts, Jr., M.D.  
*Microbiology Research Laboratory*Alan Blum, M.D.  
Editor  
New York State Journal of Medicine  
420 Lakeville Road  
P.O. Box 5404  
Lake Success, NY 11042

Dear Alan:

Thank you so much for the special cigarette pandemic issue of the Journal. It is breathtaking in its scope, so to speak.

Curiously, it arrives as I am a week into my own first no smoking effort in 30+ years. I wish that I could say why I have not done this sooner or even why I have at this point. The withdrawal from 40-50 cigarettes a day is not especially pleasant, nor is it especially agonizing. I had expected to feel much better, if only morally, but it would probably not be seemly to be completely euphoric.

Flogging the AMA on their vested stance is probably barren and, clearly, Rosenberg's piece was balanced. Nonetheless, given the amount of space and the moderate presentation tends to minimize the very significant and peculiar role of the AMA in the smoking and health issues of the 50's and 60's.

Indeed, at some point when the AMA Board's collective back was being pressed against the proverbial hot pipes (in the late 50's, I think), they said cigarette smoking was a hazard because smokers occasionally caused fires.

It would have been an interesting exercise to examine the activities of the Scientific Advisory Board on Smoking and Health of the AMA-ERF. All of my records are in storage so I am not even sure if I have retained them, but it was evident that the Advisors awarded themselves fairly handsome grants. At one point it was a very considerable percentage of the total funds. I never could learn how much overhead or administrative expenses the AMA charged the grant. Even more compelling would be an objective examination of the research underwritten by the \$10 million (and I believe really somewhat more was actually given). There were some interesting proposals made along with explorations for the "safe cigarette," a vexing problem because this implied the then current cigarettes were not really safe. I knew this should have been beneath the dignity of serious consideration but there was a chronic institutional affliction of the

Alan Blum, M.D.

-2-

March 2, 1984

emperor's new clothes syndrome about at the time. It was the first time I had ever encountered doublespeak in real life and real time, as the slightly old and newer expressions go.

Congratulations on an especially fine issue (Gitlitz's was a bit tedious) and for the extraordinary planning and effort required to produce it.

Warm regards.

Cordially,



R. E. Ritts, Jr., M.D.

RER/kls

NEW JERSEY  
INTERAGENCY  
COUNCIL  
ON SMOKING  
AND HEALTH



129 E. Hanover Street, 4th Floor  
Trenton, NJ 08608

March 6, 1984

NEW YORK STATE  
JOURNAL OF MEDICINE

MAR 12 1984

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

CHAIRPERSON

Matthew Martin

Dear Editor: *Alan:*

Your December 1983 issue on "The World Cigarette Pandemic" is a breath of fresh air in the polluted atmosphere of cigarette smoke. Your editorial should be distributed to every health professional in this country. It may move us from clouded discussions concerning the dangers of smoking to direct action.

There is one area that I feel should be stressed in any discussion on smoking. That is the issue of nicotine cigarette smoking and marijuana cigarette smoking. We spend millions of dollars in this country promoting nicotine smoking and millions of dollars controlling marijuana smoking.

I hope that a future issue will address this subject. It may help to channel some of the moral indignation in this country over marijuana smoking to moral indignation over nicotine smoking. These two major health issues belong together under addictive behavior and death.

Sincerely,

*Matt Martin*

Matt Martin  
Chairperson

MM:pb

NOTE: I am also Chief of Drug Treatment and Rehabilitation  
Division of Narcotic and Drug Abuse Control  
New Jersey State Department of Health

**The  
Washington  
Monthly**

1711 Connecticut Ave. N.W. • Washington D.C. 20009  
(202) 462-0128



March 13

Dr. Blum -

Thanks for permission for  
reprinting some of Dr.  
Gillie's letters.

Sincerely,  
Philip A. Mendry

016.145

# The Washington Monthly

1711 Connecticut Ave. N.W. • Washington D.C. 20009  
(202) 462-0128

March 15

Dear Dr. Blum:

Thanks again for the reprint  
permission. You also got a bonus--  
at the last minute we decided that  
even though our Monthly Journalism  
Award was supposed to be for ~~January~~  
January, that your issue was too good  
to pass up. So it's one of our  
co-winners this month. The only bad  
news-- we couldn't work in the address,  
but I ~~hope~~ think that you'll get  
some good exposure from it.

Thanks again.

Best,

*Phil Keisling*  
Phil Keisling

NEW YORK STATE  
JOURNAL OF MEDICINE

MAR 19 1984



**SUFFOLK COUNTY DEPARTMENT OF HEALTH SERVICES  
OFFICE OF THE COMMISSIONER**

**Date:** 3/16 19 84

**FROM: Dr. Harris**

☐ **Confidential**

**TO: Alan Blum, MD**

---

Here is the letter that was sent to all  
our legislators and which was accompanied  
by the December issue of the New York  
State Journal of Medicine.

COUNTY OF SUFFOLK



PETER F. COHALAN  
SUFFOLK COUNTY EXECUTIVE

NEW YORK STATE  
JOURNAL OF MEDICINE

MAR 21 1984

DEPARTMENT OF HEALTH SERVICES

March 16, 1984

DAVID HARRIS, M.D., M.P.H.  
COMMISSIONER

Hon. Peter F. Cohalan  
Suffolk County Executive  
H. Lee Dennison Building  
Hauppauge, New York

Dear Peter:

The time has come (some would say, "long overdue,") for us as a community to declare war on the chief enemy to our health. It is time to know that enemy, to face it, and to move against it.

The enemy is cigarette smoking. The people of Suffolk County through their elected representatives have declared war against drunk driving. It is now time to declare war against cigarette smoking. Drunk driving has claimed its hundreds, cigarette smoking is claiming the lives of thousands.

January 12, 1984 was the twentieth anniversary of the first report of the Surgeon General on the hazards of cigarette smoking. What better time than now to dedicate ourselves to the elimination of this tragic, senseless and totally preventable cause of ill health?

From time to time I have sent you short (and I hope usefully informative) scientific articles on various aspects of public health. Now I invite your attention to an entire issue of a medical journal, the December 1983 issue of The New York State Journal of Medicine. It is well worth your reading. All of the articles are significant; however, I commend especially to you the section on legislation.

Clearly, reasonable men and women may differ on the precise nature and wording of legislation to address the problem and to protect members of our community from this, the chief single cause of ill health and premature death, but I do believe that there can be agreement on the need for something to be done.

The Suffolk County Legislature has a fine record of protecting the individual and the larger society from involuntary exposure to recognized health hazards. In recent years it banned, and wisely so, the sale of certain detergents and the sale of synthetic organic chemical cesspool additives. Having acted so vigorously against environmental pollutants whose adverse health effect is only presumptive and potential, it must act to protect our citizens from exposure to the most dangerous environmental pollutant of our time.

If there is anything that I can do to provide you with information on this tragic epidemic or answer any of your questions, please call on me.

Sincerely,

David Harris, MD, MPH  
Commissioner



# NEW YORK STATE JOURNAL OF MEDICINE

NEW YORK STATE  
JOURNAL OF MEDICINE

MAR 30 1984

420 Lakeville Road, P.O. Box 5404, Lake Success, N.Y. 11042 • (516) 488-6100 • (212) 895-2380

Editor: Alan Blum, M.D.

March 27, 1984

To: Milton Rosenberg, MD  
Executive Vice-President

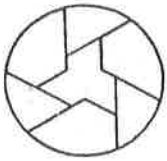
From: Alan Blum, MD, Director  
Division of Scientific Publications

Re: An Amazing Event

Much to my surprise, I have received the enclosed letters informing me of my selection, by my alma mater, to Alpha Omega Alpha, the National Medical Honor Society. The initiation banquet will be held on April 5, and I hope to attend. The one-day trip will cost me \$400. Since I will also use the occasion to solicit manuscripts for the Journal from my former teachers, I would appreciate it if you would consider this as part of my editorial role and not as a vacation or a personal day. In any event, no expenses will be incurred by MSSNY.

AB:mm  
encl.

3/28/84 Congratulations!  
I've asked E. Werner  
to publicize this in a  
proper forum



# AMERICAN PUBLIC HEALTH ASSOCIATION

1015 Fifteenth Street, N.W., Washington, D.C. 20005

NEW YORK STATE  
JOURNAL OF MEDICINE

APR 2 1984

(202) 789-5600

Susan S. Addiss, MPH, MURs, *President*

March 27, 1984

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:

By now you no doubt know that Victor Sidel gave me a copy of the December 1983 issue of the New York State Journal of Medicine, which was entirely devoted to the issue of smoking. It would appear that I have been so busy recommending this issue to everyone I could buttonhole (including mentioning it in my President's Column in The Nations Health) that I have not sat myself down to write you to tell you personally how impressed I am with the issue as a whole and with your enterprise, imagination, and, perhaps, courage in putting it together.

The correspondence of Dr. Gitlitz with The New York Times would make me laugh if it weren't so tragic. The old cigarette ads bring back the days of my youth when I, like most of my classmates, was seduced into trying cigarettes, which resulted in an addiction lasting thirty-five years. (I hope my quitting over a year ago will still bring me some benefit.) You have somehow managed to cover the topic from virtually every aspect I can think of. This issue should be in every health worker's library. It has certainly become one of my most treasured references.

I hope and trust that you will get enough requests for reprints so that you will have to do a special printing. My hat is off to you for giving us all such marvelous ammunition for our battle against smoking.

Sincerely yours,

Susan S. Addiss, M.P.H.  
President

SSA:rm

cc: William H. McBeath, M.D., M.P.H.  
Executive Director

Victor W. Sidel, M.D.  
President-Elect

April 2, 1984

Mr. Read Kingsbury  
Editor of the Editorial Page  
Rochester Times-Union  
55 Exchange Street  
Rochester, NY 14614

Dear Mr. Kingsbury:

As a parent, a family physician, and a medical editor, I very much appreciated your editorial, "Killing for dollars." In my experience, such tell-it-like-it-is journalism is a rare event when it comes to discussing advertising efforts by cigarette companies. The Reynolds campaign to raise doubts about the scientific evidence of the extreme harmfulness of smoking cigarettes raises questions about the acceptance of false advertising and consumer fraud. If any advertising campaign ever needed to include a warning that its message is "hazardous to your intelligence" the Reynolds series is it.

Sincerely,

Alan Blum, MD  
Editor

AB:mm  
encl.

P.S.- Enclosed is a recent issue of the Journal devoted entirely to the world cigarette pandemic. I'd value your comments. Again, congratulations to you and Messrs. Marcotte and Victor.

ROBERT A. MAYERS, M.D., P.C.

14 Rye Ridge Plaza

Port Chester, New York 10573

Adult and Pediatric Allergy

(914) 253-8070

April 12, 1984

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:

Congratulations on being selected a member of Alpha  
Omega Alpha. I like the new format of the New York  
State Journal of Medicine.

Keep up the good work.

Best regards,



Robert A. Mayers, M.D.

RAM/dr



Department of Community Medicine  
Usher Institute  
Warrender Park Road  
Edinburgh EH9 1DW

19th April 1984

Dr. Alan Blum, MD,  
Editor,  
New York State Journal of Medicine,  
PO Box 5404,  
LAKE SUCCESS,  
NY 11042,  
USA

PERSONAL

Dear Alan,

I hope that the enclosed will be of some use. I am conscious that it is decidedly wordy, but as your smoking issue contains so much of a factual nature, I thought that a bit of rhetoric might not go amiss. *If you wish to publish, please feel free to cut it as you wish ....*

The main point, of course, is to congratulate you on a superb issue. It is splendidly comprehensive, and also makes excellent reading. (Only one complaint: I have had to borrow a copy, and do not have one of my own!)

I enclose for you some cuttings which may be of interest: as you will see, I have, albeit at a much less elevated level, joined the ranks of the Califanos and George Youngs. The cuttings are a fair selection and tell the story pretty accurately, other than that they underplay the amount of industry lobbying, and get the voting slightly wrong (there was a clear majority in support of going ahead and appointing me - until the Ministerial intervention). It is, I guess, something of a consolation first, that they are prepared to press so hard to prevent my appointment, and second, that here at least is something approaching solid evidence of the kind of stuff we know must be going on much of the time; and the television programmes have brought me some friendly comment - but that does not make up for the damage done.

Anyway, congratulations on your issue and, indeed, on the editorial.

With best wishes,

  
Mike Daube

P.S. The last of the enclosed is probably the one that you will enjoy most: could I have committed more heinous crimes?

016-169

NEW YORK STATE  
JOURNAL OF MEDICINE

MAY 7 1984

# The Western Journal of Medicine

44 Gough Street • San Francisco, California 94103 • (415) 863-5522

May 2, 1984

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

Dear Alan,

Thanks for so quickly sending the extra copies of the December issue I requested, as well as the April issue. To repeat what I said over the phone, your December issue caused quite a bit of excitement here. We were torn between being thrilled someone had at last taken the bull by the horns and done something about the cigarette pandemic, and wishing we had been the first!

The graphics were wonderful--starting with the cover--and speak volumes in themselves. I thoroughly enjoyed reading Dr. Glitz's correspondence with the NY Times. It was frightening, too, to realize that the power of the tobacco industry is so great that not even the mighty Times is willing to risk its disapproval. Dr. Glitz deserves praise for his patient and persistent battle with them to open up the Times advertising policies to public debate. Such a reasonable request. . .

Your and your medical society showed a great deal of courage to produce what is undoubtedly a landmark issue. The fight has just begun. I'm enclosing a copy of the only reference <sup>I found</sup> to your issue--you may have already seen it.

Thanks again.



JANICE ANDERSEN  
Copy Editor



016-112

# MARICOPA COUNTY DEPARTMENT OF HEALTH SERVICES

MARICOPA COUNTY HEALTH DEPARTMENT

MARICOPA COUNTY GENERAL HOSPITAL

2601 East Roosevelt  
Phoenix, Arizona 85008

NEW YORK STATE  
JOURNAL OF MEDICINE

MAY 14 1984



267-5011

May 8, 1984

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

Dear Dr. Blum:

Maricopa County provides care to a large population of indigent and near-indigents. I recently saw an article regarding your focus on preventable disease. I am very interested in obtaining a copy or sources of material that relate the significance of at least some of the major contributors of self-inflicted medical problems, and materials describing successful approaches in changing that behavior.

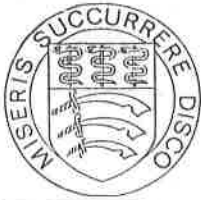
Thank you in advance for your assistance.

Sincerely,

A handwritten signature in blue ink that reads "Loyd Eskildson".

Loyd Eskildson  
Staff Assistant to the Director

LE/eb



**The Middlesex Hospital-Medical School**  
(University of London)

NEW YORK STATE  
JOURNAL OF MEDICINE

JUN 11 1984

**Department of Community Medicine**

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

Horace Joles Hall  
Central Middlesex Hospital  
London NW10 7NS  
Telephone 01-965 5733 ext

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

6th June 1984.

Dear Alan,

Thank you very much for your letter of April 27th and the fascinating and stimulating enclosures which I much appreciate. I must congratulate you on your publication in December 1983 which is a unique and magnificent record of anti smoking activities and successes.

I was delighted to hear that you will be coming over here in September and if you could give me some more definite idea of the time you will be in this country I should be delighted if you would come out and give us a talk at The Central Middlesex. The weekly staff round is on a Thursday at 12.30 and I might be able to arrange for your presentation at this time. I await to hear details of your schedule.

With very best wishes.

Yours sincerely,

  
Keith Ball



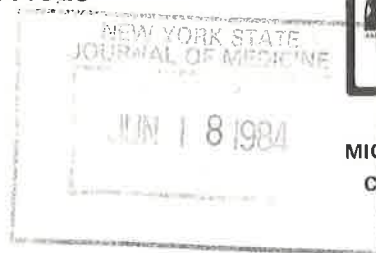
STATE OF MAINE  
DEPARTMENT OF HUMAN SERVICES  
AUGUSTA, MAINE 04333

June 14, 1984

JOSEPH E. BRENNAN  
GOVERNOR



MICHAEL R. PETIT  
COMMISSIONER



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

Dear Dr. Blum:

Thank you for sending me a complimentary copy of the December issue of your journal. I am overwhelmed by the thoroughness and quality of the articles that you have assembled between the two covers of this issue. It is particularly helpful to see the mix of historical and future oriented articles on the problem of smoking in the United States and the world. I was also quite impressed with the quality of the articles and the degree of thoughtfulness that went into their selection. I also applaud you on including a worldwide view, with particular emphasis on the third world, on the problem of exporting our smoking problem. From a public health perspective it really does little good to simply shift the problem from our country to other parts of the world. The ethical, moral and humanitarian issues involved are obvious.

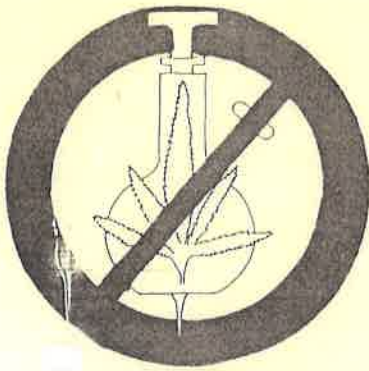
With your December, 1983 issue I believe that you have established a new standard for medical journals addressing significant public health issues.

Thank you once more for sending me a copy. You can be certain that this one issue will be read by many people within the State of Maine.

Sincerely yours

Edward F. Miller  
Director  
Division of Health Education  
Bureau of Health

EFM/blb



# C. A. R. E. Inc.

P.O. BOX 585

CLINTON, MISSOURI 64735

## **Community Awareness through Resources & Education**

June 20, 1984

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

Dear Dr. Blum,

In attending the Mid-West Drug Education Conference in Omaha recently, I had the opportunity to be in one of your workshops. Let me say thank you for the work you are doing for all of us. You and DOC are a real inspiration to persons like me that are very concerned about adolescent drug use/abuse. You and your message make us realize we CAN do something positive about the situation. Thank you for that!

Now, enough tears and hugs! The other "real" reason I "am writing is because you said in the workshop that if we would send you \$5.00 you would provide information concerning corporations, financial information, and who owns what? Enclosed you will find my check, and I shall eagerly be "watching the old mailbox" here in Clinton for the information you promised.

Thanks again for all you do, and please, please don't stop!

Sincerely,

Sandra Thomason  
Route 4  
Clinton, Mo. 64735

**For Chemical Free Youth**



ST. PETER'S MEDICAL CENTER  
254 Easton Avenue / New Brunswick, New Jersey 08903 / (201) 745-8600

NEW YORK STATE  
JOURNAL OF MEDICINE

JUL 9 1984

July 6, 1984

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

Dear Doctor Blum:

I want to thank you on behalf of the Department of Medicine of St. Peter's Medical Center for delivering the "Philip Morris Memorial Lecture" on May 16, 1984. This lecture was well received by an audience consisting of physicians and lay persons both smokers and non-smokers. Your review of the "conspiracy" which cigarette companies have developed to encourage a smoking addiction was both revealing and shocking.

I would also like to thank you for meeting with the recently appointed committee to consider a "no smoking" policy for St. Peter's Medical Center. Your knowledge and background was helpful to the committee in its attempt to reduce or completely ban cigarette smoking in the hospital. The committee was appointed because the Executive Committee of the Medical Staff recently passed a resolution to eliminate smoking at the Medical Center. Your advice on this matter was most appreciated.

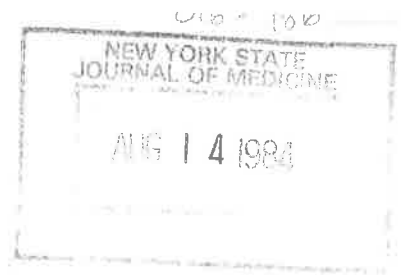
I also want to thank you for your letter of May 17, 1984 offering to be of further assistance in providing "curricular material for residents, students and faculty on new approaches to smoking and other preventable problems".

I do plan, under separate cover, to send you a brief commentary on my clinical observations on cigarette smoking made over a period of thirty-five years. Incidentally, you certainly do have my permission to use the photographs or other material from the "Philip Morris Memorial Lecture" in any way that you see fit.

Sincerely,

Paul B. Jennings, M.D.  
Chairman, Department of Medicine

PBJ/rt



OCHSNER CLINIC  
1514 JEFFERSON HIGHWAY  
NEW ORLEANS, LA 70121  
CABLE ADDRESS: OCHSCLINIC

THE SUE ALICE AND ROBERT L. SLAUGHTER  
DEPARTMENT OF SURGERY

August 7, 1984

TELEPHONE: 838-4000  
AREA CODE: 504

JOHN L. OCHSNER, M.D.  
ROBERT M. ARENSMAN, M.D.  
JOHN B. BLALOCK, M.D.  
JOHN S. BOLTON, M.D.  
JOHN C. BOWEN, M.D.  
PAUL T. DECAMP, M.D.  
KENNETH W. FALTERMAN, M.D.  
JOSEPH F. MABEY, M.D.  
WILLIAM M. P. MCKINNON, M.D.  
NOEL L. MILLS, M.D.

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

Dear Dr. Blum:

It was kind of you to send me the recent issue of the "New York State Journal of Medicine". I was thrilled to see and read it, and I must commend you on such a wonderful job. It obviously took a tremendous amount of work and, knowing your interest, it had to be a labor of love.

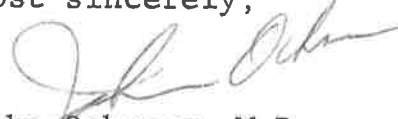
It was kind of you to display the appreciation to Dad. I know of no one who would be more appreciative of the issue than he would have been. I particularly enjoyed your editorial and do agree that we as doctors must continue to impress upon our patients the importance of the smoking problem. In my field of cardiovascular surgery, we have taken the policy of not operating upon people who are unwilling to quit smoking because we know our efforts are fruitless without their help.

Dad's greatest love was teaching and his greatest concern was the hazards of cigarette smoking. Hence, he devoted his life to both, that is teaching the hazards of smoking. I know you would be interested that one time he informed me that his mentor, Dr. Evarts Graham, many years ago when Dad was a young professor expounding on the linkage of cigarette smoking and lung cancer, told him to quit talking on that subject because "his peers were beginning to think he was a little nuts". It was many years later when Dr. Graham was dying of cancer of the lung that he wrote to my Dad and said that he wished he would have listened and not criticized because he probably would have lived a longer life.

Again, I think the issue is a tremendous advance and would love to have some reprints if you can spare them, for I would like to keep some in mh office for special occasions.

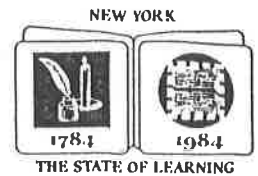
Kindest regards.

Most sincerely,

A handwritten signature in dark ink, appearing to read "John Ochsner", written in a cursive style.

John Ochsner, M.D.  
Chairman, Dept. of Surgery

mks



THE BICENTENNIAL OF THE BOARD OF REGENTS AND THE UNIVERSITY OF THE STATE OF NEW YORK

ASSISTANT COMMISSIONER FOR GENERAL EDUCATION  
THE NEW YORK STATE EDUCATION DEPARTMENT  
ALBANY, NEW YORK 12234

August 15, 1984

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

Dear Dr. *Blum*

Thank you very much for the opportunity of renewing an old acquaintance as well as exploring ideas about how we might work collaboratively in promoting primary prevention/health education program.

As a follow up to our meeting, I wish to formally ask that you consider providing me with 800 to 1,000 copies of each issue of your Journal which we will in turn mail to all the school districts for use by our health educators. After the Journal has been seen and used by the health educators, it would become a permanent possession of the school's library. This cooperative effort could become one of many "real" activities that could be undertaken in the development of a substantive relationship between education and medicine. Such a relationship would be designed to target a more reasonable portion of our resources to the prevention of the affliction rather than the treatment of the afflicted. I believe we agreed we should start with the distribution of the December 1983 issue, Vol. 83, No. 13. In conjunction with the distribution of the Journal, we are prepared to consider a communication that would accompany each mailing of the Journal. This communication could be co-signed by appropriate representatives of our two agencies.

I would also like to thank you for your willingness to communicate your endorsement of the statewide Health Education Coordinator legislation to Dr. Milton Rosenberg your Executive Vice-President. I am hopeful that with your help Dr. Rosenberg will write a supporting letter to the bill sponsors on behalf of the Medical Society of the State of New York.

Your kind invitation for me to write an open letter/guest editorial or whatever you prefer to call it, is gratefully accepted. I will do my utmost to send you a draft for your consideration and possible editing within the next few weeks.

It is my pleasure to know and work with you. You are as much a teacher as a doctor.

Yours for Primary Prevention/Health Education,

*\* Tony*

Anthony J. DiBenedetto, Supervisor of  
Health and Drug Education  
Bureau of School Health Education and Services

AJD:lb





NEW YORK STATE  
JOURNAL OF MEDICINE

1984

FAMILY PRACTICE OFFICE  
WILMINGTON MEDICAL CENTER  
1401 WASHINGTON STREET  
BOX 785  
WILMINGTON, DELAWARE 19899

## WILMINGTON MEDICAL CENTER

WILMINGTON, DELAWARE 19899

October 26, 1984

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

Dear Dr. Blum:

As per our telephone conversation, I am organizing an entire issue of the Delaware Medical Journal devoted to emphasizing the adverse effects of cigarettes on the health and well being of our patients. The model for this issue is your December 1983 issue of the New York State Journal of Medicine.

I have listed below the people who have agreed to submit articles for this issue. The absolute deadline is January 31, 1985. Please forward your editorial to Bernadine Z. Paulshock, M.D., editor, Delaware Medical Journal, 1925 Lovering Avenue, Wilmington, Delaware 19806, as soon as possible.

Thank you for your interest in helping to educate our colleagues about this serious health hazard.

Richard F. Gordon, M.D.; cardiovascular effects of tobacco abuse.

Stephen S. Grubbs, M.D.; tobacco abuse and non-pulmonary tumors.

Joseph F. Kestner, M.D.; pulmonary diseases affected by tobacco abuse including lung tumors.

Kevin W. Roberts, M.D.; ill health, smoking and the tobacco industry.

Leonard H. Seltzer, M.D.; smoking, allergy, and passive smoking.

Editorials will be written by Bernadine Paulshock, M.D.,

Page 2  
October 26, 1984

and also by several local physicians including an obstetrician,  
as well as yourself.

Thank you again for your interest.

Sincerely



Kevin W. Roberts, M.D.  
Chairman  
Delaware D.O.C.

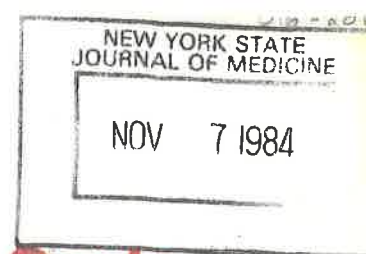
/kr  
CM57

P.S. - Sorry this is so late arriving. ~~It~~ The letter was in  
my file, buried in a mass of anti-smoking literature.  
I hope this does not slow you down. Additional  
editorials are as follows:

- 1) Cecil Gordon, M.D., obstetrician.
- 2) E. Christian Kichne, Delaware Lung Association, The Role  
of Taxes in reducing cigarette consumption.

Thanks again,





## Fight Lung Disease Give to Christmas Seals®

November 02, 1984

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

Dear Mr. Blum:

The American Lung Association of Florida is in the process of coordinating the effort to pass a Clean Indoor Air Act in Florida. We are assembling a legislative packet and hope to include the December 1983 issue of the New York State Journal of Medicine in the packet. Dr. Charles F. Tate suggested I contact you to inquire if 200 copies of the Journal are available at the price you quoted him earlier this year.

Thank you for your time and help. I look forward to hearing from you.

Sincerely,

Christine J. Deputy  
Director, Smoking and Health  
Education

CJD/cfa



**AMERICAN LUNG ASSOCIATION OF FLORIDA**

P.O. Box 8127/5526 Arlington Road  
Jacksonville, Florida 32239  
(904) 743-2933

**Your AMERICAN LUNG ASSOCIATION Affiliate**

JAMES H. BRUCE, Ph.D., PRESIDENT

SCHOOL OF PUBLIC HEALTH  
LOS ANGELES, CALIFORNIA 90024NEW YORK STATE  
JOURNAL OF MEDICINE

NOV 13 1984

6 November 1984

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

Dear Dr. Blum:

Thank you for the copy of your excellent issue of the New York State Journal of Medicine on "The World Cigarette Pandemic." I have cited several papers from it in a paper I am presenting at the 6th International Symposium on the Prevention and Detection of Cancer in Vienna at the end of this month.

I appreciate your invitation to submit a paper to your February issue on local ordinances controlling smoking in offices, but I shall be unable to meet your deadline, as I am leaving the office for the convention of the American Public Health Association and then going almost immediately to Europe.

Someone who might be able to do such an article is

Charles Mawson  
Executive Director  
Californians for Nonsmokers' Rights  
2054 University Avenue  
Suite 500  
Berkeley, CA 94704  
(415) 841-3032  
(916) 448-8414.

We now have ordinances in San Francisco, Los Angeles, and a number of other cities in California, and Chuck Mawson is probably well informed about the experience in enacting and implementing them. I have not been in touch with him since the 5th World Conference on Smoking and Health in Winnipeg in July 1983, but you might contact him.

Every good wish, and do send me a copy of your February issue please when it appears.

Cordially yours,

Ruth Roemer, J.D.

Adjunct Professor of Health Law

ALBERT EINSTEIN COLLEGE OF MEDICINE  
OF YESHIVA UNIVERSITY

1300 MORRIS PARK AVENUE, BRONX, N.Y. 10461 • CABLE: EINCOLMED, N.Y.

NEW YORK STATE  
JOURNAL OF MEDICINE

DEC 3 1984

DEPARTMENT OF RADIOLOGY

November 29, 1984

PHONE: (212) 430-2000  
2919

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

Dear Dr. Blum:

Thank you for a spectacularly successful lecture on the World Cigarette Pandemic. It was obvious from the student response and the one or two hours of discussion that followed your lecture that you had the right message and they heard it.

The World Cigarette Pandemic issue of the N.Y. State Journal of Medicine has greatly increased our interest in this problem. The influence of advertising on induction of dependence on cigarettes, its relationship to cancer, lung disease, and heart disease was the focus of a one hour special visit by me and 20 first year medical students on April 30, 1984 at New Rochelle High School. We used slides made from your special issue to show the high school students how much the cigarette industry is doing to get them to smoke.

This year we are going to visit the Albert Leonard Jr. High School, also in New Rochelle, to bring these insights to younger children. At the same time, 20 first year medical students who have been studying a little bit about the World Cigarette Pandemic, will come along and we will break up into discussion groups as we did at New Rochelle High School for a very flexible kind of discussion in small groups.

I am sending you under separate cover an audio tape of your lecture and a video tape of my own local efforts to raise the awareness of the Einstein community to smoking and how to stop smoking. The tape is long and needs some editing. You may keep it because I have other copies.

A group of students interested in DOC will be meeting here in a few weeks and I'll keep you informed.

Many thanks for your splendid lecture.

Yours very truly,



Robert Bases, M.D.  
Professor of Radiology  
Chief, Radiobiology Section

RB/av

ALBERT EINSTEIN COLLEGE OF MEDICINE

OF YESHIVA UNIVERSITY

1300 MORRIS PARK AVENUE, BRONX, N.Y. 10461: CABLE: EINCOLLMED, N.Y.

JUL 20 1988

OFFICE OF THE DEAN

PHONE: (212) 430-2101/2105

July 14, 1988

Dr. Alan Blum  
Department of Family Medicine  
Assistant Professor  
Baylor College of Medicine  
One Baylor Plaza  
Houston, Texas 77030

Dear Dr. Blum:

It was a pleasure meeting you at graduation. All those who heard your speech thought it was appropriate and exciting.

The check for your stay at the Plaza Hotel was already mailed to them directly. I have enclosed our check for your expenses.

Hope to speak with you shortly.

Sincerely,



Dr. Stephen H. Lazar  
Assistant Dean

SHL/cd  
Encl.

*You are a great Commencement  
speaker! (So say we all...!)*

# suicides

*Members of a supposedly infallible profession must learn to accept their own weaknesses and confront colleagues who are having trouble handling theirs.*

day he was found dead in his garage, presumably of asphyxiation.

A few years later, while performing a blood count on a meningitis patient, his widow "accidentally" pipetted blood into her mouth. Although extremely ill, she seemed unconcerned about her prognosis. Within a few days she was dead of encephalitis.

"The medical system failed this couple," says Douglas A. Sargent, MD, JD, chairman of an American Medical Association panel on physician mortality and a professor of psychiatry at Wayne State U., Detroit. "We didn't have the courage of our convictions. We made only a feeble effort to confront them."

EACH YEAR among the physician population, the equivalent of an average-sized medical school graduating class commits suicide. And while every suicide is a tragedy, that of a physician seems especially poignant.

Day in and day out, his career is devoted to helping others. Most likely, he attempts to be altruistic, resourceful, and a pillar of strength to his pa-

succeeds.

Whereas other people have needs and weaknesses, he may believe that he is immune to such fallibilities. Most likely, he trusts his own judgment, rarely falters, and is intolerant of his own shortcomings.

He may feel "role strain" caused by a conflict between his high expectations and actual performance. As a medical student, he may be overwhelmed by the information he is expected to memorize. As a young professional, trained to save lives, he watches helplessly as a patient dies. Later in life, his waning energies may be unable to keep pace with the ever-increasing demands on his time.

Throughout his career "he is expected to know everything, make everything better," explains Susan Blumenthal, MD, chief of the National Institute of Mental Health's new Suicide Research Unit.

Maybe it is the attitude of his profession. The medical community tends to be preoccupied with its own mission,

*Continued on page 21*

## Cigarette ads target of battle

For nearly a decade, George F. Gitlitz, MD, has been waging a failing campaign.

But Dr. Gitlitz, 54, a vascular surgeon from Binghamton, N.Y., says he's tired of treating patients with arterial disease, "a very preventable condition caused primarily by smoking." Because of that, Dr. Gitlitz says he intends to continue his quest: to persuade *The New York Times*, "one of the nation's most prestigious newspapers," to ban cigarette advertising.

Getting the *Times* to drop cigarette advertising entirely — a source of substantial revenue for all newspapers — may well be an impossible dream. Dr. Gitlitz, however, who has faithfully and consistently written unpublished editorial page letters denouncing the *Times'* policy of accepting cigarette advertising, is not about to let even the nation's preeminent newspaper hide behind a smokescreen.

When letters failed to rouse the stately *Times*, Dr. Gitlitz decided to try another tactic: Using the same persuasive advertising tactics, he and Doctors Ought to Care, (DOC), an anti-smok-

*Continued on page 20*

## Cigarette Advertising and The New York Times

An Ethical Issue that's Unfit to Print?

From January 4, 1975 to May 25, 1983 *The New York Times* was repeatedly requested, the requests eventually becoming challenges, to discuss publicly its policy of advertising cigarettes.

The response to these communications was occasionally a personal reply, often no reply at all, but never a response in print.

This unpublished correspondence was printed, under the heading used above, in the December, 1983 issue of *The New York State Journal of Medicine*, an issue devoted entirely to an analysis of the manner in which the world of business unrelentingly perpetuates the "world cigarette pandemic." In the year since its publication, this issue has been acclaimed as a landmark in public health journalism.

Despite that acclaim, and despite the fact that copies of *The Journal* were hand-carried or mailed directly to, and in some cases discussed personally with, members of *The New York Times* from the publisher, Mr. Sulzberger, to the former Senior Editor, Mr. Oakes, to the medical writer, Dr. Altman, to the "social conscience" columnists Mr. Safire and Mr. Schanberg, and many others — *The Times* has not acknowledged the existence of this issue of *The Journal* by so much as a one-sentence news item, much less editorially.

By this time, whatever *The Times* might have to say about its policy of advertising cigarettes would be almost anticlimactic. What is intriguing is its dogged and unwavering determination not to say anything at all.

*The Times* speaks out on every other subject under the sun. Why is it so uncomfortable with this one?

We again challenge *The Times* to tell its readers, on the Editorial Page, why, in 1985, with all that is known about cigarettes, it persists in advertising them. The explanation should be fiscal as well as philosophical. We urge readers of this "HEALTHCHECK" section — people with a serious interest in health — to join us in making this challenge.

DOC Broome County  
4513 Old Vestal Rd., Binghamton, NY 13902

(DOC — Doctors Ought to Care — is a chapter of DOC, Inc., Floyd Medical Center, Rome, GA 30161, a national organization of physicians and others devoted to educating the public about the major preventable causes of poor health and high medical costs)

The ad drew attention to the fact that despite everything that is known about the harmful effects of cigarettes, the *Times* continues to advertise them, says George Gitlitz, MD.