

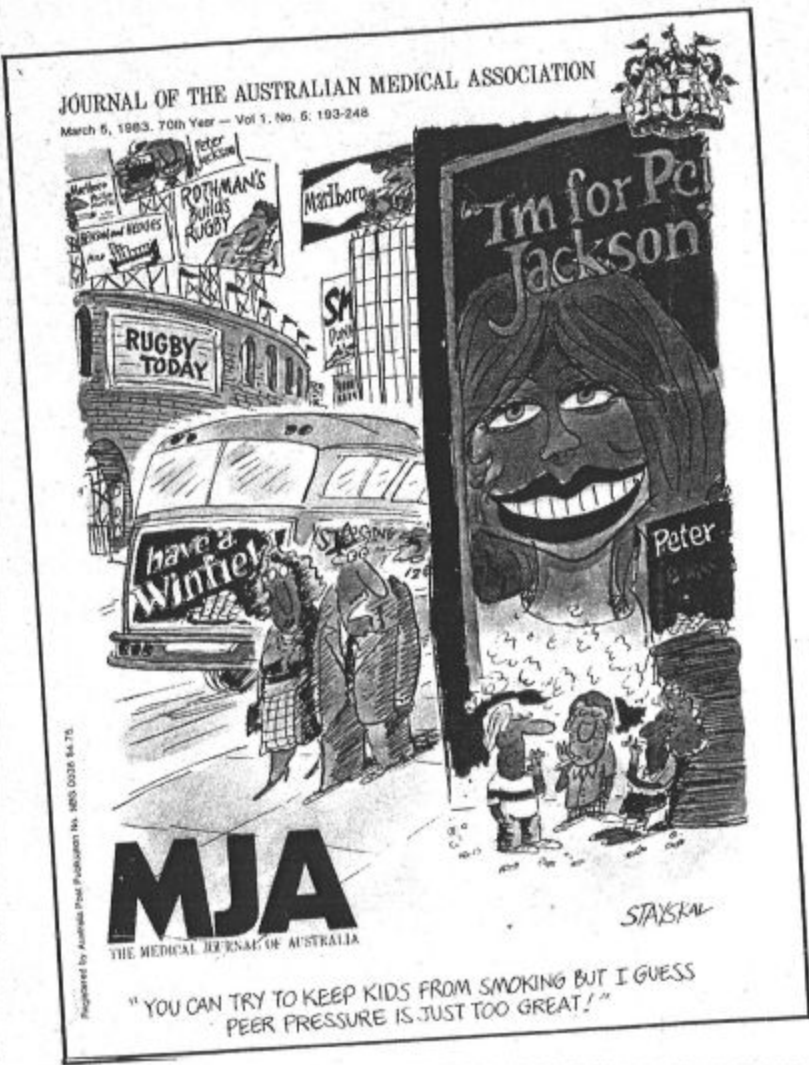
To meet unprecedented demand . . .

The March 5, 1983 issue
of the MJA

2nd (and final) printing

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Dr. Alan Blum,
 Editor,
 The New York State Journal of Medicine,
 Medical Society of the State of New York,
 420 Lakeville Road,
 Lake Success, N.Y. 11042. 26th April, 1983.

Dear Alan,


Just a note to forward an advertisement from the MJA which you have, no doubt, already seen but which should give you some encouragement against the tobacco advertisers, namely evidence of an unprecedented demand for the 5th March edition of the MJA, which really seems to have been a most marvellous swan song for you.

I thought I would just let you know that the tide continues to turn against the tobacco advertisers in Australia, although it has yet to become a flood tide, and certainly the tobacco companies are striving very hard to behave like King Canute and push it back!

The Health Ministers of the various States are meeting at the moment and I anticipate that they will be unable to come to an agreement about a nation-wide advertising ban. However, both South Australia and Western Australia look as though they will have a Tobacco Advertising Bill before their Houses of Parliament within the next twelve months. Hopefully, if we can get the Bill passed in one or other of the States there will be a domino effect.

How are things going in New York? I guess you will be attending the 5th World Conference on Smoking and Health in July. Steve Woodward will be going from W.A. representing the Australian Council on Smoking and Health, which remains in good heart. I am afraid I will not be there myself in the flesh, although I will be in spirit.

With kind regards,


 W. M. Castleden
 MS., FRCS., FRACS.
 Consultant Vascular Surgeon.