
In and . . . Out of Context

Where there's a Wills, there's a wake?

HEALTH PERSONNEL who are worried that their jobs may be affected by the New South Wales Government's planned closure of several Sydney hospitals might take some consolation in the joint announcement on May 10 by the same Government and the W.D. & H.O. Wills cigarette maker (Craven A, Benson & Hedges, Escort, KENT, Sterling, among others) that there will be a new tobacco products factory in Sydney.

Not that there will really be 3300 new jobs, as the Government statement would imply. Many of these will simply be drawn from Melbourne, where the company is closing a factory. And not that there is expected to be a drop in the many more thousand Australians who will lose their jobs—permanently—next year as a result of cigarette smoking. But the citizenry should rest assured that the continued good financial health of the handful of cigarette companies (and the continued bad health of cigarette consumers) will mean full employment for health personnel for years to come.

As exemplified by the New South Wales Labor Party's decision on June 12 to scrap the recommendation of its own

health committee to prohibit all forms of tobacco company sponsorship of sporting events, politicians choose to ignore the millions of dollars spent by the tobacco companies on advertising to lure new users (and increase the complacency of non-users) by such sports sponsorship.

Politicians themselves spend millions of dollars on advertising in their campaigns so cannot possibly deny the effectiveness of advertising. *The Sydney Morning Herald* reported on May 11 that Mr Wran said he saw no conflict between the general trend of governments to discourage cigarette smoking and one facilitating a large-scale tobacco products manufacturing plants.

"We don't encourage or virtually discourage people to smoke," he said. "People just do."

Or, in other words, certain brands of cigarettes don't kill people. People just die. Welcome to the Premier State: Benson & Heart Attack Country.

ALAN BLUM,
Editor.

Patrol

CRAWFORD MCKELLAR

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16/7/92

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A B

Dear Alan

When there's a Willis, there's a winner

Particular and immediate congratulations
on this clever & appropriate heading; - ably
backed up by the paragraph and it,

There ought to be a medal of the year
or something, for which I would like you
to nominate me.

Sincerely
Sally.

July 26, 1982

Dr. C. C. McKellar
"Beanbah"
235 Macquarie Street
SYDNEY, N.S.W. 2000.

Dear Scotty, ..

Thank you for your thoughtful note of July 16, in which you commented favourably on "Where there's a Wills, there's a wake?"

Sometime when we meet I'll tell you more about the behind-the-scenes story of this piece. Meanwhile, I hope you continue to share your views with the Journal.

Sincerely,

ALAN BLUM, MD.
Editor

AB:FL

Enc: Medicine vs. Madison Avenue