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Highlights from our 1937 archives

*And
-so to Bed!*

Beer and cigarettes were routinely advertised in the pages of the MJA, as this ad from the 28 August 1937 issue shows. Health benefits were highlighted, with cigarettes claimed as being "soothing for sensitive sore throats". Free samples were even offered.



The Journal and the future

On 4 July 1914, the first issue of the *Medical Journal of Australia* was published; it has thus completed its 23rd year.

Owing to the intervention of the Great War and the financial depression, these years have not been years of peace or of plenty; and the Australasian Medical Publishing Company, Limited, which controls the destinies of the Journal, has not had an easy time in achieving success and in maintaining its constant service to the Branches of the British Medical Association in Australia.

That success has been achieved, that the Branches have been served, is a matter for congratulations.

At the present time all those engaged in the printing industry are faced with troubles that are probably the direct result of the unrest in Europe.

The price of paper has advanced, and extreme

difficulty is being experienced in arranging for future supplies.

Paper mills in England are now refusing to quote for advance deliveries.

The price of linotype metal and of other printing equipment has also advanced.

Up to the present time all the profits of the company have been put back into the business for the purchase of plant and the extension of the building.

Were a halt to be called at the present stage, the company would cripple itself in its future development.

The members of the Branches, acting through their branch councils, would do well to foster the Journal that they receive every week for less than fourpence three farthings, including postage.

3 July 1937 (edited extract)

The art of visiting the sick

Sir: Dr JG Sleeman, in his paper on the treatment of pneumonia in the Journal of 27 November, refers to the art of visiting the sick, and I think most of us will agree with him that it is an art in dire need of cultivation.

A very intelligent friend of mine thought of a splendid way of protecting herself from the well meant attentions of her visitors. She took with her to hospital half a dozen books that she loved, from which she asked the talkative ones to read.

Everybody was happy; the patient could listen or not as she wished, and the visitor was happy to be talking.

I have stored this tip up in case I needed it myself, but it struck me that it might be useful to others too.
Yours, etc



*T Maynard Furber
Sydney
29 November 1937*