The Alameda County Medical Association has voted unanimously to expand its activities and to translate into realized fact its potential organized effectiveness, in the public interest.

In the past, as you know, the Association has confined its activities almost exclusively to the scientific aspects of medicine. It now proposes to accept responsibility, to both the profession and the public, for its proper cooperation and leadership in the fields of public health, medical economics, public health education, industrial health, child welfare, indigent medical care, the quality, availability and distribution of medical care, etcetera. To this end we have employed a full-time lay executive secretary, Mr. Rollen Waterson, whose wide and successful experience in the work of county medical organization we have observed and studied for many months.

As a most important part of, and prerequisite to, this ambitious plan, we will publish a monthly journal, to be known as the Bulletin of the Alameda County Medical Association. Under the capable editorship of Dr. Milton Shutes, the Bulletin will be the medium by which all ACMA members, the other health professions, and interested individuals and organizations, are kept informed, and their efforts correlated, as our projects develop. Timely, non-scientific articles giving material of vital importance to the physician and his co-workers, plus items of individual personal interest, will be included in each monthly issue.

It is our desire to present a well-rounded diet of information in the Bulletin. It is essential, therefore, that part of the fare should be advertising, which will finance the publication and will be instructive as to the superior services and commodities available to the members of the medical profession for their use and recommendation. Only the advertising of ethical organizations and products, accepted by the Editorial Board of the Bulletin, will be published.

Our work will be greatly facilitated at this time if those to whom this letter is directed, who are interested in advertising space in the Bulletin, will send contracts to the office of the Association, or will phone the office, requesting Mr. Waterson to call personally.

The 700 physicians who are members of the Association look forward eagerly to the Bulletin, the first issue of which will go to press in less than a month, and they will appreciate your joining with them at the time of the inauguration of their new work. I can assure you that your advertising dollar will be profitably spent in the Bulletin.

Cordially yours,

ALAMEDA COUNTY MEDICAL ASSOCIATION

Harry Templeton, M.D., President