

# Cigarette advertising

SIR, The debate over the acceptance by the State Government transport authorities of advertisements for cigarettes on their property (Herald, October 16) would take on a different complexion if the Minister for Public Transport, Mr Cox, would make public the answers to two questions.

How much annual revenue does his department derive each year from the sale of cigarette advertising space? And what, if any, is the waiting time for any advertiser wanting to rent advertising space on buses and billboards?

If this space is at a premium, the Government would clearly lose no revenue and would gain immeasurably in public esteem by refusing to accept cigarette advertisements.

**SIMON CHAPMAN,**  
Selwyn Street,  
Paddington.

October 16

SMH 21/10/80