



Cover: "Big tobacco" in Hollywood, 1927–1951

Contents

October 2008 Vol 17 No 5

Editorial

- 289 On playing the Nazi card *R N Proctor*

Commentary

- 291 "Nicotine Nazis strike again": a brief analysis of the use of Nazi rhetoric in attacking tobacco control advocacy *N K Schneider, S A Glantz*

News analysis

- 297 India: ITC's environmental award • Israel: free meals for smoked-out diners • Lithuania: brand switching lands in court • World: the pack is where it's at • Australia: don't mention the product • Brazil: Pfizer drops PM co-sponsorship • Australia: licence to kill? • UK: getting 'em hooked at Wakestock festival • Canada: lame schools duck policy • Philippines: bad year for PM's PR • South Korea: smoke on the roads

Review article

- 301 Long-term effectiveness of behavioural interventions to prevent smoking among children and youth *F Müller-Riemenschneider, A Bockelbrink, T Reinhold, A Rasch, W Greiner, S N Willich*

Research papers

- 313 Signed, sealed and delivered: "big tobacco" in Hollywood, 1927–1951 *K L Lum, J R Polansky, R K Jackler, S A Glantz*
- 324 Smuggling as the "key to a combined market": British American Tobacco in Lebanon *R Nakkash, K Lee*
- 332 Free nicotine content and strategic marketing of moist snuff tobacco products in the United States: 2000–2006 *H R Alpert, H Koh, G N Connolly*
- 339 British American Tobacco and the "insidious impact of illicit trade" in cigarettes across Africa *E LeGresley, K Lee, M E Muggli, P Patel, J Collin, R D Hurt*
- 347 How much do mental disorders contribute to New Zealand's tobacco epidemic? *M Tobias, R Templeton, S Collings*
- 351 Mobilising public opinion for the tobacco industry: the consumer tax alliance and excise taxes *R Campbell, E D Balbach*
- 357 Tobacco policy in American prisons, 2007 *R M Kauffman, A K Ferketich, M E Wewers*

Miscellanea

- 312, 331
The Lighter Side



This article has been chosen by the Editor to be special interest or importance and is freely available online.



Articles carrying the Unlocked Logo are freely available online under the BMJ Journals unlocked scheme.

See <http://tobaccocontrol.bmj.com/info/unlocked.dtl>



www.publicationethics.org.uk
This journal is a member of and subscribes to the principles of the Committee on Publication Ethics

