



Cover legend: During the Christmas season, we give glad tidings. But for generations we also gave packets of Lucky Strike, Camel, Chesterfield, and Player's. The cover collage of advertisements in popular magazines from the first half of the 20th century is selected from the travelling exhibition, "Merry X-Ray and A Happy New Lung: When Santa Sold Cigarettes," created by Alan Blum, MD, Director of the University of Alabama Center for the Study of Tobacco and Society Information: ablum@cchs.ua.edu

Contents

Editorial

- 425** On tobacco industry cultural appropriation
R E Malone

News analysis

- 427** New Zealand: industry faces grilling over Maoris • Uruguay: new health warnings • Kazakhstan: public smoking ban • Russia: what is JTI playing at? • UK: smoker's lungs kill transplant man • China: expo rejects tobacco funds • Bulgaria: tax rise to curb smoking • Thailand: wiping out the last ads • India: countering the impact of pack warnings • Michael Russell

Research papers

- 431** Does the availability of single cigarettes promote or inhibit cigarette consumption? Perceptions, prevalence and correlates of single cigarette use among adult Mexican smokers
J F Thrasher, V Villalobos, A Dorantes-Alonso, E Arillo-Santillán, K Michael Cummings, R O'Connor, G T Fong
- 438** Indoor concentrations of nicotine in low-income, multi-unit housing: associations with smoking behaviours and housing characteristics
T A Kraev, G Adamkiewicz, S K Hammond, J D Spengler
- 445** Gender and locality differences in tobacco prevalence among adult Bangladeshis
M S Flora, C G N Mascie-Taylor, M Rahman
- 451** The adoption of smoke-free hospital campuses in the United States
S C Williams, J M Hafner, D J Morton, A L Holm, S M Milberger, R G Koss, J M Loeb
- 459** Flavoured cigarettes, sensation seeking and adolescents' perceptions of cigarette brands
K C Manning, K J Kelly, M L Comello
- 466** Cigarette brand preference as a function of price among smoking youths in Canada: are they smoking premium, discount or native brands?
S T Leatherdale, R Ahmed, A Barisic, D Murnaghan, S Manske
- 474** Adverse effects of a social contract smoking prevention program among children in Québec, Canada
S Kairouz, J O'Loughlin, J Laguë

December 2009 Volume 18 Issue 6

- 479** Support for smoke-free policy among restaurant owners and managers in Ulaanbaatar, Mongolia
S-H Chang, V Delgermaa, K Mungun-Ulzii, N Erdenekhuu, E Odkehuu, S-L Huang
- 485** Switching to "lighter" cigarettes and quitting smoking
H A Tindle, S Shiffman, A M Hartman, J E Bost
- 491** Smoke-free homes in England: prevalence, trends and validation by cotinine in children
M J Jarvis, J Mindell, A Gilmore, C Feyerabend, R West

Special communication

- 496** Regulating the tobacco retail environment: beyond reducing sales to minors
S Chapman, B Freeman

Brief reports

- 502** An examination of the effect on cigarette prices and promotions of Philip Morris USA penalties to stores that sell cigarettes to minors
E C Feighery, N C Schleicher, K M Ribisl, T Rogers
- 505** Sectors of the Russian economy that would benefit from reduced cigarette sales
R M Merrill, R A Castleton, G B Lindsay

Industry watch


- 509** Tobacco industry attempts to undermine Article 5.3 and the "good governance" trap
K E Smith, A B Gilmore, G Fooks, J Collin, H Weishaar


PostScript

- 512** Smoker support for increased (if dedicated) tobacco tax by individual deprivation level: national survey data
N Wilson, D Weerasekera, R Edwards, T Blakely

Miscellanea

- 437, 465, 473**
The Lighter Side

 This article has been chosen by the Editor to be of 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>

C O P E COMMITTEE ON PUBLICATION ETHICS

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

 equator network

 recycle
When you have finished with this please recycle it