## Contents

**September 2000 Vol 9 No 3**

**Editorial**  
261  The stench of tobacco industry dirty linen  
Simon Chapman

**Cover essay**  
263  Political ideology and tobacco control  
Joanna E Cohen, Nancy Milio, R Gary Rozier, Roberta Ferrence, Mary Jane Ashley, Adam G Goldstein

**News Analysis**  
268  Romania: mixed messages  
Turkey: F1 overtaken by health team  
Uganda: sportsman sent off  
Kenya: BAT at it again—but it's changed  
Uganda “Think and win”—BAT hasn’t changed  
Papua New Guinea: black mark for Red Cross  
World: a tale of two centuries  
Canada: industry excuses over health warnings  
Cambodia: smoke-free pagoda

**Original articles**  
273  Can anti-smoking television advertising affect smoking behaviour?  
Controlled trial of the Health Education Authority for England’s anti-smoking TV campaign  
Dominic McVey, John Stapleton

283  How cigarette additives are used to mask environmental tobacco smoke  
Gregory N Connolly, Geoffrey D Wayne, Denise Lymparris, Melissa C Doherty

Belinda O’Sullivan, Simon Chapman

303  International Quit and Win 1996: comparative evaluation study in China and Finland  
Su Sun, Tellervo Korhonen, Antti Uutela, Heikki J Korhonen, Pekka Puska, Yan Jun, Yao Chonghua, Guo Zeyu, Wu Yonghao, Xu Wenqing

310  Smoke intake among smokers is higher in lower socioeconomic groups  
Martin Bobak, Martin J Jarvis, Zdenka Skodova, Michael Marmot

313  Initial symptoms of nicotine dependence in adolescents  
Joseph R DiFranza, Nancy A Rigotti, Ann D McNeill, Judith K Ockene, Judith A Savageau, Dorothy S Cyr, Mardia Coleman

320  Using radon risk to motivate smoking reduction: evaluation of written materials and brief telephone counselling  
Edward Lichtenstein, Judy A Andrews, Michael E Lee, Russell E Glasgow, Sarah E Hampson

327  Randomised trial investigating effect of a novel nicotine delivery device (Eclipse) and a nicotine oral inhaler on smoking behaviour, nicotine and carbon monoxide exposure, and motivation to quit  
Karl O Fagerstrom, John R Hughes, Thomas Rasmussen, Peter W Callas

**Special communication**  
334  Tobacco industry documents: treasure trove or quagmire?  
Ruth E Matone, Edith D Babach

**Industry watch**  
339  Push or be punished: tobacco industry documents reveal aggression against businesses that discourage tobacco use  
Anne Landman

**Play it again**  
347  Wacky t'baccy

**Letters to the editor** • **Books** • **Calendar of events**