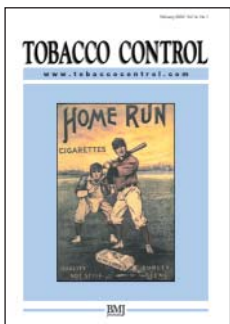


# TOBACCO CONTROL

## Contents



### Editorial

- 1** Tobacco in sport: an endless addiction?  
*A Blum*

### News analysis

- 3** Austria: small but deadly • Kenya: beach party "helps" tobacco bill • China: tobacco museum's "smoky" health information • New Zealand: alcohol makes fun of tobacco • USA: the smokin' Marlboro man of Fallujah

### Brief reports

- 7** Leaders and elites: portrayals of smoking in popular films *D M Dozier, M M Lauzen, C A Day, S M Payne, M R Tafaya*
- 10** Smoke-free law did not affect revenue from gaming in Delaware *L L Mandel, B C Alamar, S A Glantz*

### Research papers

#### Policy forum

- 13** Exploring the impact of foreign direct investment on tobacco consumption in the former Soviet Union *A B Gilmore, M McKee*
- 22** Tobacco control implications of the first European product liability suit  
*H T Hiilamo*

#### Other topics

- 31** Smokeless tobacco use among professional baseball players: survey results, 1998 to 2003 *H H Severson, K Klein, E Lichtensein, N Kaufman, C T Orleans*

- 37** Cost effectiveness of a community based research project to help women quit smoking *R H Secker-Walker, R R Holland, C M Lloyd, D Pelkey, B S Flynn*
- 43** Strength of clean indoor air laws and smoking related outcomes in the USA  
*K M McMullen, R C Brownson, D Luke, J Chriqui*
- 49** A prospective study of off-label use of, abuse of, and dependence on nicotine inhaler  
*J R Hughes, E H Adams, M A Franzon, M K Maguire, J Guary*
- 55** Smokers' unrealistic optimism about their risk  
*N D Weinstein, S E Marcus, R P Moser*
- 60** Environmental tobacco smoke exposure in public places of European cities  
*M Nebot, M J López, G Gorini, M Neuberger, S Axelsson, M Pilali, C Fonseca, K Abdennbi, A Hackshaw, H Moshammer, A M Laurent, J Salles, M Georgouli, M C Fondelli, E Serrahima, F Centrich, S K Hammond*
- 64** An extremely compensatable cigarette by design: documentary evidence on industry awareness and reactions to the Barclay filter design cheating the tar testing system  
*L T Kozlowski, N A Dreschel, S D Stellman, J Wilkenfeld, E B Weiss, M E Goldberg*

### PostScript

- 71** Letter
- 72** Book review

### Miscellanea

- 6, 9, 12, 30, 36, 54, 63** The Lighter Side