



SOCIAL SYSTEMS ANALYSTS

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RECEIVED

30th July 1977

AUG 1 1977

Dr. Helmut Wakeham
Research Center
Philip Morris Incorporated
Richmond, Virginia
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H. WAKEHAM

Dear Wake,

I am enclosing a progress report on the project. Nancy C. Glock, Ed.D. has replaced Dr. Bestor on the project, although he has participated in some of the work. Dr. Glock has her degree in the Philosophy of Education, but has a strong background in Anthropology and the social sciences.

Dr. Bestor will be leaving the Boston area toward the end of August. He will, however, continue to work on the cross-cultural material with a reduced time commitment. If you have no objections, I should like to get Dr. Fleming involved in the cross-cultural material. He would be able to give one or one and a half days per week. His background in studies involving comparative and cross-cultural issues, as well as culture history, would make him an ideal colleague in the study.

We have been focussing on the place of tobacco in the cultures of the New World, as well as those in the rest of the world, and have realised that we have a good opportunity to present a contextual, informed and entertaining guess on the origin of tobacco smoking in human history. We are working on putting some of our cross-cultural findings into a popular article which we have tentatively entitled, "The Man Who Invented Smoking". The article will piece together a popular image of a probable sequence of events.

Popular because we think this will be an appealing article, although, of course, the origins will be forever unknown. In any event, we have given birth to "Sairi Petu", the man who invented smoking. The birth announcement is enclosed. His name is made up of the two most prevalent words for tobacco in the original American Indian languages.

Sairi Petu was a shaman who was experimenting with various herbs and medicinal plants; the importance of breath and breathing cures was part of his magico-curing practice. This was probably in South America and involved a pipe with tubes or roots. We hope to present Sairi Petu as a personification of the basic tobacco-in-context complex of traits with which Nicotiana is associated in the New World.

The sample of societies is now being expanded to two hundred carefully sampled by culture cluster. This includes the original sixty. We are building a comprehensive file of tobacco use in context, with parallel information on substances that are used in similar contexts, and have high expectations of the results.

Yours sincerely,

S.J. Feinhandler, Ph.D.

1000212367

ZANGU and NGAM'BI WAHI, of Amazonas, Brazil

are pleased to announce the birth of their son

Sairi Petu

("The Man Who Invented Smoking")

on July 29, 10,977^{1/2} B.C. 10:35 am

weight: 6 stones and 3 pebbles

height: small mangabeira tree (*Hancornia speciosa*)

at the Calvin Road Lying-In

Mother is doing well.

1000212368