

Edition: 02  
 Date: 18-12-2008  
 Type: General Consumer  
 Frequency: 300 Per Year  
 Circulation: 642711  
 Page: 4

ArticleId: 19650705



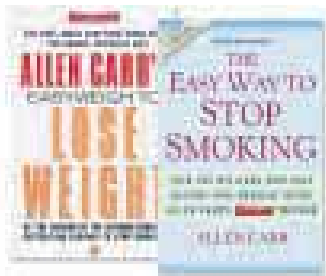
## Quitting is easier for fit, married men

**Will Pavia**  
 Commentary

**M**ark Twain, author, humorist and friend of American presidents, advised that it was very easy to quit smoking. "I've done it hundreds of times," he said.

About the same time that the father of the Great American Novel was crafting his witticism, perhaps with a pipe clenched between his teeth ("As an example to others," he added, in his 70th birthday speech, "it has always been my rule never to smoke when asleep and never to refrain when awake") an English doctor was proving that it could be done.

Thomas Allinson gave up smoking in 1880. He was a serial quitter: he never quit quitting. He also gave up liqueurs, fish, flesh,



There is plenty of advice available

fowl, tea and coffee. Received opinion was against him, and when, in the 1890s, he published his findings on the benefits of quitting, he was struck off.

Cigarette smoking peaked in industrialised nations in the mid-20th century. Thereafter it declined, and from the ashes sprang an industry that offered to help people give up.

First came self-help books. Allen

Carr, an accountant and 100-a-day man, quit smoking in 1983, wrote *The Easy Way to Stop Smoking*, and established a network of smoking cessation clinics. He died of lung cancer in 2006, but his technique is said to have "cured" Sir Richard Branson, Ruby Wax and Sir Anthony Hopkins, and 25 million others. Carr also propounded *The Easy Way to Stop Drinking*, the *Easy Way to Control Alcohol*, the *Easyweigh to Lose Weight*, and the *Easy Way To Be Successful*, which does not, apparently, offer advice on writing self-help books.

If Obama enjoys Carr's smoking book then, according to Amazon, he might also enjoy *How To Quit Smoking Even If You Don't Want To* and *Stop Smoking In One Hour*.

Research indicates that married men and exercise freaks have more hope of quitting. This must give the constantly exercised President-elect some confidence that, yes, he can.