

didn't happen a hundred years ago—they are still happening today.

After five hundred years of White exploitation, there is a very real feeling among some Native people that, now that Whites have taken everything else, we want their religion, too. Louis always spoke of such things as the sacred pipe and the drum as his people's "instruments of worship" and the ceremonies as their "ways of worship." The statement is often made that these "ways of worship" do not constitute a religion. This is usually stated in the positive sense—that these ways are not reliant on a written code and that they are a way of life, as opposed to something outside of daily life. Yet, I believe such statements can lead some people to want to borrow bits and pieces of these ways of worship as spiritual "exercises." Within Native communities, the ceremonies are used to help heal broken families, alcoholism, and all the terrible effects of oppression. It should not surprise us if some Natives are reluctant to welcome Whites who want to use Native sacred instruments of worship because it is now the "spiritually cool" thing to do.

The bridge Louis wanted to create was one of mutual respect. If calling his people's spiritual ways a religion afforded them the same respect as the so-called Great Religions, then he would call them a religion. It bothered him to no end that money was being charged for his people's sacred ceremonies. He likened it to money being charged to take part in a Catholic Mass.

Many aspects of the New Age approach to Native American spirituality both amused and troubled Louis. The idea that picking up a drum and performing certain rituals learned in one or two weekend workshops could make one a shaman was an utterly foreign concept to him. Within most Native traditions, a shaman is one who is chosen or deemed worthy by the spirits. The ease with which some people claimed to have obtained animal spirit guides was also amusing to Louis. Almost everyone today has an eagle, bear, or other equally majestic animal as a guide, but few understand those powers. Bear medicine, for example, was very powerful—something obtained through a dangerous encounter with a bear, or through a lifetime of observing and living and breathing Bear. These days, most people's knowledge of bears is limited to images from Disney cartoons or, at best, from Discovery documentaries; few people are willing to make any effort to learn more—much less to make the sacrifices necessary to obtain and maintain Bear medicine.

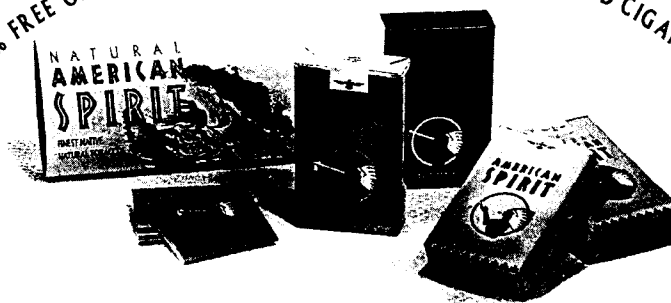
Something Louis stressed was that the

If you use tobacco the way Native Americans intended ...

Here is an alternative you should try.

or if you smoke out of choice rather than habit ...

100% FREE OF CHEMICAL ADDITIVES · NATURAL TOBACCO AND CIGARETTES



Made from 100% Chemical-Additive-Free, Whole Leaf, Natural Tobacco and nothing else.

First time customers receive free shipping and handling on pre-paid orders for a full carton or more. Or send \$1.00 for each sample of the Natural American Spirit® product checked below. Only one sample of each product per household:

- pack of Mild Cigarettes    pack of Regular Filter Cigarettes    pack of Menthol Cigarettes    pack of Non-Filter Cigarettes

I certify that I am of legal age to purchase tobacco products.    pouch of rolling tobacco to make my own cigarettes

NAME \_\_\_\_\_ Charge telephone orders for cartons or for sample orders (\$4) to MC/V: 1-(800)-332-5595  
STREET \_\_\_\_\_  
CITY/STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Natural American Spirit, PO Box 25140, Santa Fe, NM 87504

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

SD39

# CIIS

An accredited institution of higher learning that strives to embody spirit, intellect and wisdom.

Programs of study include:

Clinical Psychology  
Counseling Psychology  
Drama Therapy  
East-West Psychology  
Expressive Arts Therapy  
Integral Health Education  
Integral Studies  
Organizational Development & Transformation  
Philosophy & Religion  
Social & Cultural Anthropology  
Somatics  
Women's Spirituality

Also offering:  
Philosophy, Cosmology, and Consciousness and a B.A. Completion Program

California Institute of Integral Studies  
9 Peter Yorke Way, Box 5D  
San Francisco CA 94109  
(415) 674-5500

## Social & Cultural Anthropology

M.A. and Ph.D.

Announcing a new Ph.D. program

### FEATURING:

Unique Interdisciplinary Curriculum which engages the social, cultural, historical, philosophical, and spiritual dimensions of anthropological theory and practice.

Fieldwork and Research in Ethnographic Studies

Preparation for Careers as teacher, researchers, consultants, trainers, and project leaders in multicultural and intercultural settings.

### Areas of Concentration Include:

Ecology and Social Change  
Cross Cultural Healing  
Gender, Sexuality and Identity  
Contemporary Cultural Critique

### Faculty Include:

Dan Alford, Matthew Bronson, Lisa Faithorn, Peter Gold, Michael Harner, Joanna Macy, Margaret Mackenzie, Mutombo Mpanya, Richard Shapiro, Jody Timms



# THE SECRET TO OUR GREAT TASTING CIGARETTES?

## OUR INGREDIENTS...

If you smoke *because you enjoy smoking*, Natural American Spirit is the natural tobacco alternative you should try.

Natural American Spirit cigarettes are made from 100% chemical-additive-free natural tobacco... and nothing else. The result is great tobacco flavor, with no chemical aftertaste. Discover the slower-burning, longer-lasting, *all-natural* smoking experience already enjoyed by hundreds of thousands of satisfied smokers across America.

Try them yourself — Call today for samples! If you are of legal age to purchase tobacco products, you can order sample packs at only \$1 each (Limit: 1 pack each of Regular, Mild, Menthol, or Non-Filter). We'll also send you a list of retailers in your area who carry Natural American Spirit products.

**Natural Tobacco... nothing else. 100% Free of Chemical Additives.**

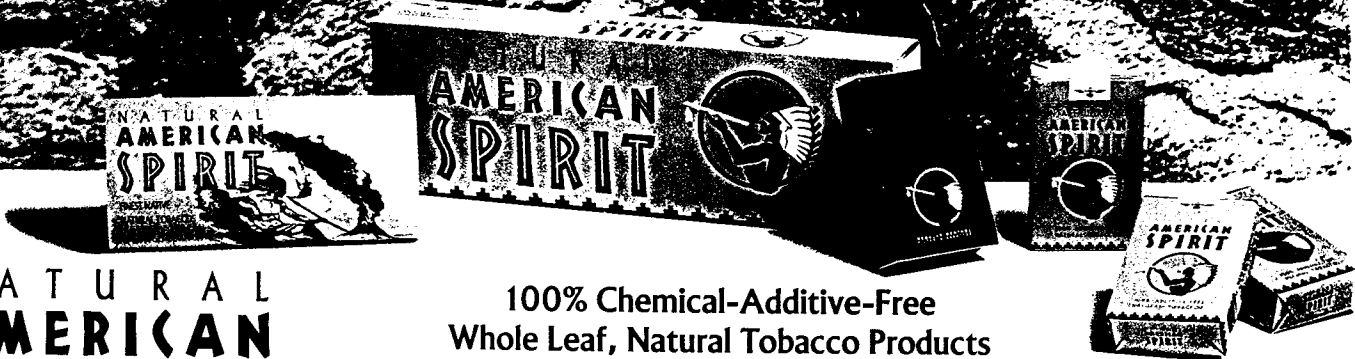
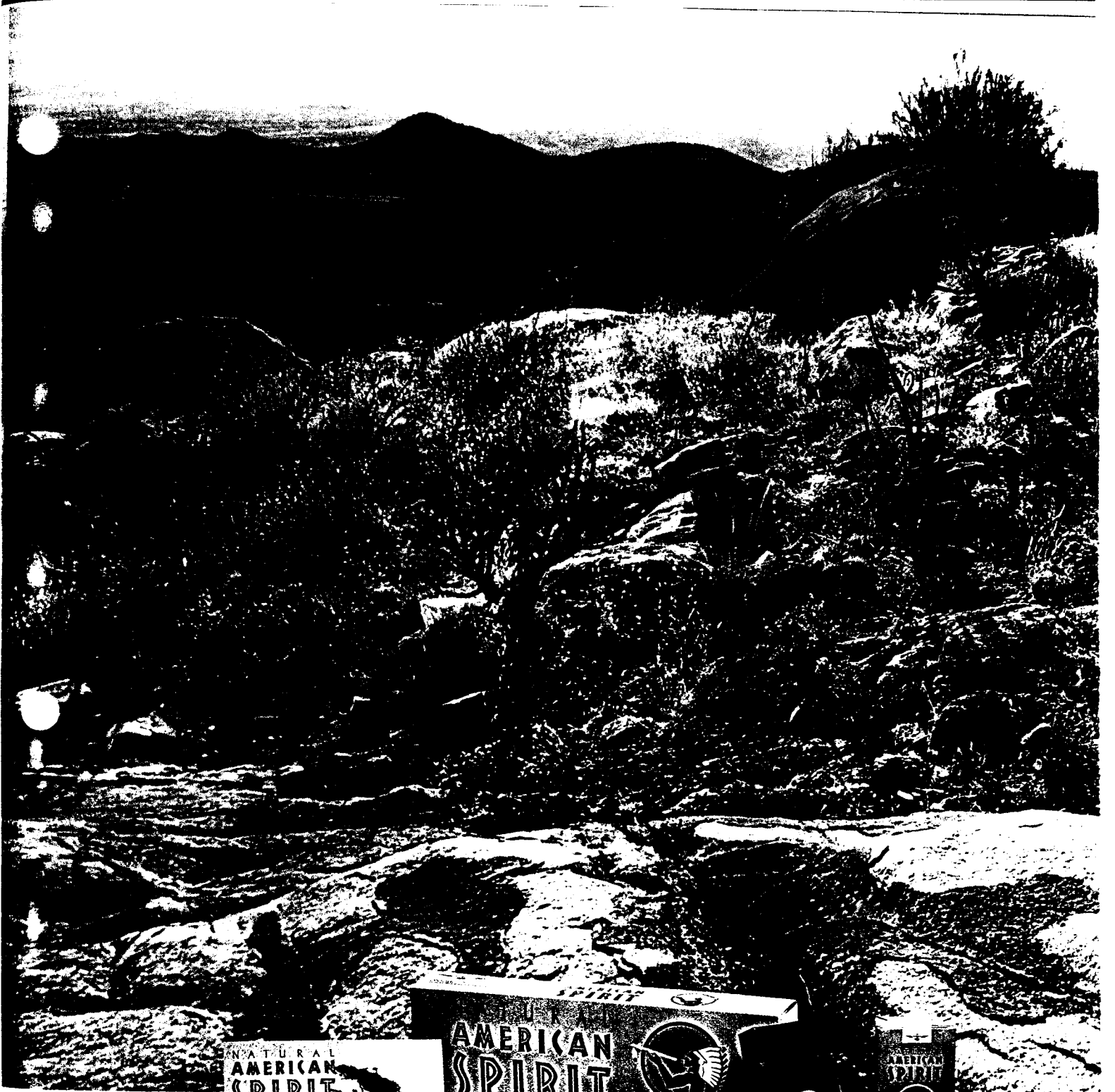
SURGEON GENERAL'S WARNING: Smoking by

Exhibit B

Santa Fe Natural

Santa Fe, NM 87504





# NATURAL AMERICAN SPIRIT

100% Chemical-Additive-Free  
Whole Leaf, Natural Tobacco Products

Regular filter, Mild filter, Non-filter,  
and Menthol filter Cigarettes;  
Pouch Tobacco, and Pow-Wow Blend

SURGEON GENERAL  
Causes Lung C  
Emphysema, And N

Exhibit C

and A List of Stores in Your Area Please  
5595 or Send Your Name and Address to:

NATURAL TOBACCO COMPANY  
140, SANTA FE, NM 87504