

# *The* CIGARETTE

## AS A PHYSICIAN SEES IT





ONE OF  
ROCKNE'S LAST LETTERS

One of Knute Rockne's last letters was written to a Mannington, West Virginia, school-boy who wanted to know the great coach's opinion on the use of tobacco by athletes. Daniel Hawley Sturm is the possessor of the prized letter. He wrote to Mr. Rockne while fellow students were writing to other athletic leaders concerning the use of tobacco. The famous coach did not delay in replying to Daniel. The reply was:

*"Dear Daniel:*

*"My experience has shown that tobacco slows up the reflexes of the athletes, lowers their morale, and does nothing constructive. Athletes who smoke are the careless type and do not have the best interests of their team at heart.*

*"Yours sincerely,*

*"K. K. Rockne,  
"Director of Athletics."*

Presented to  
Ward 3 Public Schools,  
London, by The Mary  
Willard Woman's Chris-  
tian Temperance Union  
from a Bequest of  
the late Mrs. J. Jones,  
an esteemed citizen, and,  
with the approval  
of The School Board  
and the Superintendent  
of Schools.  
April, 1940.

L. Pederson

## THE CIGARETTE As a Physician Sees It

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## Foreword

DR. D. H. KRESS is eminently fitted to speak on the tobacco question. His long practice of medicine has brought him so many human contacts in varied forms that he has had a unique opportunity to study the effect upon the mind, the soul, and the body of those habits to which mankind is unfortunately prone. Dr. Kress has made an exhaustive study of tobacco and its influence on human beings. In this little volume, therefore, you have the diagnosis of an authority on the subject. His research and experience as a physician entitle him to speak with a clear voice and a certain tone.

One of the most valuable features of this book is the splendid array of quotations from eminent physicians, athletes, and men noted in the professional and the business world. Surely such an abundance of testimony against tobacco should make a deep and lasting impression, especially upon our youth.

For several decades Dr. Kress has had a real burden on his heart that the boys and girls of the land should grow up without great physical and moral handicaps. It was from this viewpoint, rather than from that of a professional reformer or agitator, that he took up the study of the tobacco question. His is primarily an educational campaign for the betterment of the race.

For this little volume, so full of vital information, we bespeak a wide circulation, especially among the youth who as yet have not had fastened upon them the tentacles of a well-nigh unbreakable habit.

THE PUBLISHERS.

## The Athlete and Tobacco

NEVER in the history of the world have athletics and field sports held the center of the stage as they do today. The track, baseball, golf, football, tennis, and all the others produce their heroes each year who are idolized by millions of youth the country over. Their every word and action is reported by newspaper and film, and almost memorized by their hosts of devotees.

These athlete heroes have reached the top in sports because of extraordinary fine bodies and brains. They are the choice of the country physically. Speed, endurance, coördination of muscles, and fast thinking have given them the palm. The habits of keeping themselves fit that these winners follow should make a mighty appeal to all the youth of the land, for every boy and girl wants a perfect body so that he too can win in the race of life.

When we ask leading athletes their opinion of tobacco and the cigarette, their reply comes back to us in no uncertain terms. They all say that athletics and tobacco won't mix. They assure us that their coaches and trainers never allow them to smoke, and that if they do break the rules it is to their own great detriment.

Here, for example, is the declaration of Grantland Rice, himself a one-time nationally known athlete, and to-day the premier sports writer and author in America:

### Grantland Rice Says

"For the last eighteen years I have been either playing or covering for newspapers all different forms of sports and competition. In this way my observation has been from close range,—close enough to develop facts and not mere theories.

"Smoking by the young brings a double burden to carry,—a burden in both a physical and a mental way. I have noticed that those who do not smoke, who keep in clean if not exactly



WALTER JOHNSON

"The Big Train," one of the most respected and successful baseball pitchers America ever had, has said, "I strongly advise any boy who hopes to become an athlete to let cigarettes alone."

strict training, have far more energy, much greater stamina, much better control of their nerves, and they also appear to develop a much keener knack at picking up a game.

"In addition to this I have found that they think quicker and better. Under twenty-five years of age they are developing both physically and mentally; and if this development is hampered by smoking, the loss can hardly be made up later on.

"The young in sport make up for their lack of experience



by nervous energy and vitality. Smoking cuts in heavily upon both, wearing away the reserve force which youth needs. A cigarette smoker would have but little chance in any red-blooded competition against one who stuck to training. He would have neither the speed for the short sprint nor the stamina for the long race. If I am wrong in this, the statistics of eighteen years are wrong, and records and results mean nothing."

Mike Donovan has been a familiar figure in athletics all his life. For thirty years he has been athletic director of the New York Athletic Club. His work has brought him in touch with all classes of men and boys under the most trying conditions. His word is law with those who know him. And when it comes to smoking, he speaks out with characteristic directness. Listen to this:

"Any boy who smokes can never hope to succeed in any line of endeavor, as smoking weakens the heart and lungs and ruins the stomach and affects the entire nervous system. If a boy or young man expects to amount to anything in athletics, he must let smoking and all kinds of liquor alone. They are rank poison to his athletic ambitions."

#### "Connie Mack" and Ty Cobb

Cornelius McGillicuddy, the "Connie Mack" of baseball fame, leader of the champion Philadelphia Athletics, and everywhere acclaimed one of the greatest men baseball ever produced, says:

"We do everything in our power to discourage the use of cigarettes among our baseball boys, knowing the great harm that tobacco has done to those in the habit of using it. Boys who have continued smoking cigarettes do not as a rule amount to anything. They are unfitted in every way for any kind of work where brains are needed. . . . Every one should have will power enough to overcome the tobacco habit. There are many other ways that one can enjoy life without the ruin-



"RED" GRANGE

Grange, the greatest football player of the decade, says to the youth possessing athletic ambitions: "You cannot drink, and smoke, and expect to succeed as an athlete."

ation of health, and this cannot be done if cigarette smoking is continued."

The man who has made more baseball records than any other one man in the world, Ty Cobb, is most emphatic in his denunciation of the cigarette, and any boy interested in athletics will do well to heed what he says:

"Too much cannot be said against the evils of cigarette smoking. It stupefies the brain, saps vitality, undermines one's

health, and lessens the moral fiber of the man. *No boy who hopes to be successful in any line can afford to contract a habit that is so detrimental to his physical and moral development.* The alert brain, the strong body, and the moral stamina necessary for success in any line of endeavor are weakened and destroyed by the cigarette habit; and young men should realize its disastrous effects."

"Red" Grange, the greatest football player of the last decade, says to the youth possessing athletic ambitions, "You cannot drink, and smoke, and expect to succeed as an athlete." When he went to New York City to sign a contract for appearing in motion pictures, the press reported: "He received \$5,000 for indorsing a make of shoes, another \$5,000 for writing that he liked a certain brand of ginger ale, and \$2,500 for indorsing a Red Grange cap.

"He was offered \$10,000 to say that he preferred a certain kind of cigarette, but he refused on the ground that he did not smoke."

Charles Paddock, the sprinter who for many years held the world's record for short-distance running, says:

"No boy can become a star athlete and use tobacco in any form, because it cuts his wind and affects his heart."

#### **They Could Not Buy Dempsey**

A cigarette manufacturer sent an agent to Jack Dempsey when he held the world's championship as pugilist, asking for his signature to a recommendation of a certain brand of cigarettes, and offered a tempting financial consideration. Dempsey read it and, turning upon the man, said:

"You could not get me to sign that for ten times what you offer. I do not smoke cigarettes, and never did. Do you think I am going to ask the thousands of young boys who read about me to take up cigarette smoking? If you had a harmless candy or soda water, I wouldn't mind giving you a testimonial for nothing, but I don't sign your testimonials for a cigarette."

Coach Alonzo Stagg, the grand old football coach and athletic director at the University of Chicago, out of his nearly forty years' experience with athletes, says:

"In my judgment there is no question about the bad effects of tobacco on boys, and especially on growing boys. From personal observation with athletes who have been addicted to the use of tobacco, I can speak with confidence that they do not possess the endurance of athletes who have grown up free from the use of it. The smoking of cigarettes is using tobacco in its worst form."

But why multiply these testimonials further? If we had all the athletic hosts of the country lined up before us, they would all tell us the same thing,—that tobacco dulls the mind, hurts the body, and kills the athlete's chances of winning. In later years some athletes may smoke; but when they do this their best days are practically over. They know full well they are injuring themselves by the habit. They simply succumb to tobacco when custom, association, and appetite have gotten the better of their will power and judgment. But they do not use tobacco as long as they expect to win in life.





## A Physician's Scathing Rebuke

Perhaps the most scathing rebuke the tobacco advertisers have ever had has come from Dr. William G. Lennox, of the Harvard University medical faculty. It was written to the president of the American Tobacco Company. It reads:

"Harvard University Medical School,  
"Department of Neuropathology,  
"Boston, Mass.,  
"July 9, 1929.

"President, American Tobacco Company,  
"111 Fifth Avenue,  
"New York, N. Y.  
"Dear Mr. Hill:

"I suspect that even you may be getting tired of the statement endlessly repeated through papers, billboards, and radios, that 20,679 physicians say that your brand of tobacco is not so irritating as other tobaccos. Just for the sake of variety you may welcome the opinion of one of the 140,000 physicians of North America who did not join in the statement.

"The object of your propaganda, I take it, is twofold. First, you aim greatly to increase the smoking of cigarettes. The consumption of cigarettes in the United States is now at the rate of one hundred twenty-five billions a year. This is an average of more than three a day for each person—man, woman, child, and infant—in the United States. You think this is not enough. Second, you aim to plant in the popular mind the idea that smoking your cigarettes is not injurious, but is of positive physical benefit. 'It helps a man to keep physically fit.' 'When people ask me how I keep in physical trim, my answer is, 'I just smoke ——.' 'Men keep healthy and fit; women retain their trim figures.' 'It is good to smoke ——.' If one would be famous, successful, good-looking, heroic, healthy, apparently one need only reach for a smoke instead of food.

"These ridiculous testimonials you put in the mouths of such prominent persons or hard-up heroes as are willing to sell their names for some of the ten millions of dollars which you have to dispense in this campaign. I am not interested in this needy group. It more nearly concerns me that by means of a substantial gift of cigarettes you have induced a certain proportion of physicians of the country to sign the statement first quoted. This statement, implying as it does that even *your* cigarettes are irritating, adds nothing to your propaganda other than the superficial linking of the idea,—'physicians' and 'cigarettes.' If you were not afraid of facts, you would inquire of American physicians how many had advised their patients to *begin* smoking or to *increase* their daily consumption of tobacco, whether the tobacco used was toasted or untoasted. Every physician knows that when unlimited smoking has any physical effect, such effect is harmful. Such harm is accentuated in young women, who are the special object of your dance-and-billboard attack.

"No number of good-looking women on billboards or any amount of lively dance music can, however, blur the fact that cigarettes contain a poisonous drug. The following statement



MADAME SCHUMANN-HEINK

This great singer, in a talk to a group of college girls, declared: "I want you to know that I have never smoked, and I never will. I think, and I say it with all my heart, that it is a crime that you girls are poisoning your young bodies by smoking cigarettes."



from the *Journal of the American Medical Association*, issue of June 22, 1929, page 2125, far outweighs any impression you would seek to gain through your mention of 20,679 physicians: 'Nicotine is to be accepted as a highly toxic chemical. One gram (half drop) is the approximate lethal dose for man, —its action is swift, and death occurs after large doses within a few minutes.'

"To imply that the unlimited use of a product containing this poison 'is good,' is not so good. In fact, companies which are so young in understanding that they don't know the difference in their advertising between a truth and a falsehood, should be gently led by the arm of the law. Senator Smoot's bill before the Senate stipulating that cigarettes, like patent medicines, be put under the Pure Food and Drug Act in order to curb such reckless statements as your company has been making, will be approved by all truth-respecting persons.

"Let me suggest that an important item on your balance sheet is your 'good will.' If you were to spend ten million dollars and in the process change this from 'good will' to 'bad will,' the result for your stockholders would be distressing. Let me remind you also that while your present affairs are highly prosperous (with a net income last year of \$25,000,000), there have been in the past other prosperous companies dispensing a product which in large amounts was not a benefit to the physical life of the people. They also broke down 'sales resistance' by every possible means. But, alas, their balance sheets have become a thing to make presidents and stockholders weep.

"The opinions which, as a physician, I have expressed have been more or less general and impersonal. There is, however, a personal matter which far outweighs these in importance. I have two adolescent daughters who do not, as yet, smoke. You are directly contradicting my statements to them concerning the physical and social effects of cigarette smoking. You are endeavoring, by every means in your power, to break

down my authority with them, and to induce them to smoke. I thoroughly resent this, and if I am not mistaken, there are many thousands of parents who feel as I do, and who are about ready to stand up and say so.

"Yours for keeping truth and 'good will' out of the red,  
"WILLIAM G. LENNOX, M. D."

The question arises, Why are the tobacco men stressing the "healthful" side of cigarettes so much? Why are they saying such things as, "You can smoke all you want of ——— without feeling it." "There isn't a cough in a carload." "The ——— cigarette doesn't make your nerves jumpy." "For high tension work use ———." "———s do not affect your throat"?

Simply because *they know* that cigarettes do make the nerves jumpy, they do give a raw throat, they do make that cough, and that they cannot be smoked without the smoker's feeling it. In other words, the tobacco trust is trying to offset the indictments against tobacco by merely affirming that they are not so. The thief always says he has never stolen; the liar always says he tells the truth. Culprits always affirm the opposite of the crime of which they are really guilty. *Medical science and knowledge is against tobacco, and no one knows it any better than the cigarette manufacturers themselves.* That's the reason they are so lavish with their millions in making denials. Trade depends upon deception. If the truth were known, the sale of cigarettes would be at an end.

#### What Coach "Bill" Roper Says

The tobacco advertisers have been playing up the testimonies of athletes. They do this because they know that the youth of America idolize these heroes and want to follow in their footsteps in every way possible. Consequently they pay very liberally for statements made by ex-athletes indorsing a particular brand of cigarettes. That this practice meets with the approval of the athletic world is far from the truth. For



example, here is what W. W. ("Bill") Roper, former well-known football coach of Princeton University, has said:

"I know of nothing that has exasperated me more in my entire twenty-five years' experience with football than the flaming billboards with the pictures of several ex-football players, coaches, and officials advertising — cigarettes.

"If this cigarette advertising of football players, coaches, and successful athletes is continued, it will do more to undermine the good results accomplished by the game in building up the health of the boys and young men of this country than anything else I know of."

It is a notorious fact that many so-called famous people who have signed their names to certain statements prepared by cigarette advertisers for the sum of \$1,000 to \$10,000 have never smoked in their lives, or if they have, have never smoked the particular kind of cigarettes they indorsed. It is money they are after. The advertisers want the influence of their names, and the mere fact of whether the statement is true or not does not concern either party. Madame Schumann-Heink, Jack Dempsey, "Red" Grange, Lindbergh, Hunter Brothers, and others, have spurned large sums of money when asked for their indorsement. Some have, instead, rebuked the tobacco concerns in most severe language for their damaging campaign against the youth of the land. This reveals the lengths to which some of these concerns go to popularize their products and to create a demand for them.

#### The Sham and the Shame of It

A writer in *Singing and Playing*, a publication devoted to music and drama, has given us this additional glimpse into the way indorsements are sometimes obtained. He says:

"Speaking of cigarettes, I wonder if some of our artists are not going too far in testimonial writing? I see one tenor's name, for example, attached to two rival brands; each testimonial signed by this man is so eloquent and extreme that

you wonder he could *endure* another brand. Yet if you meet this tenor, you will find him puffing a cigarette imported especially for him. Obviously, he signed the American dealers' testimonials purely for the publicity value. *This same tenor*, by the way, indorses a facial cream, a soft drink, a cigar, two makes of piano (fickle fellow that he is), and a few other items of merchandise.

"This artist, like many of his colleagues of high and low degree, has sold his name and prestige for the sake of the advertising. Very rarely does any money change hands in this testimonial traffic; frequently a solicitor who obtains the signatures of prominent persons is paid about fifty dollars a name, but the artist receives only five dollars and the assurance that his photograph will be featured in a nation-wide advertising campaign in the leading dailies and magazines.

"A few of the more resolute artists, Madame Schumann-Heink, for one, have resisted; but I must record the fact that possibly five hundred musicians have sold their opinion on various brands of cigarettes; in fact, the artist who has not been approached by a tobacco firm may consider himself completely obscure. Of course, the testimonial signer must be granted a poetic license as far as sincerity of sentiment goes, for I know some indorsers of cigarettes who have never smoked in their lives."

#### Luring Girls and Women

Another phase of this cigarette advertising racket that is most culpable is the direct appeal to girl and women smokers. In times gone by, the cigarette manufacturers have had a little respect for the womanhood of America; in fact, they have not dared to use their advertisements for the purpose of inducing girls and young women to smoke; but nowa-days they everywhere try to convey the impression that the best women smoke, that men admire women smokers, that smoking is not incompatible with womanly ideals, that smoking will aid