

CIGARETTES—*Your Invitation To Cancer!*

SEP 2 1971

Fury

EXCITING TRUE ADVENTURES FOR MEN

SLAVE WOMEN FOR SALE!

The authentic story of how women's bodies and souls are bartered in world markets

TRAINED TO DIE

OCTOBER/35c



Editorial

A Message From The Publisher

Dear Reader:

Through the pages of your new FURY you will discover a revealing, different magazine from any you have read before. The purpose of our editorial policy is to keep FURY distinctive, entertaining and beneficial month after month and to this endeavor we will spare neither efforts nor expenses. FURY will not satisfy those who find pleasure only in reading about sex, sadism, rape and murder. We are sorry. But we refuse to cater to man's lower instincts.

FURY is thoughtfully prepared and edited for men whose outlook on life is sound and hopeful; for men who want to be entertained in an instructive and wholesome way, the right way, the American way: energetic, virile men who wish to have a healthy mind as well as a healthy body. It is an unbeatable combination. And it is within your reach.

We earnestly ask you to take FURY home each month, read it carefully and, on our part, we are confident that you will obtain the following results:

1—IMPRESSIVE MUSCULAR DEVELOPMENT. You will scientifically develop a body with the energy and endurance necessary to cope with life's problems. Our advice and instruction will help you to grow taller and stronger, to overcome inferiority complexes and give you the needed "guts" to be seen and heard.

2—GOOD HEALTH AND VIRILITY. You will strengthen your internal organs, improve the circulation of your blood and develop a healthy appetite with sound digestive processes. You will build stronger immunities against colds, headaches and all other sicknesses, and thus gain greater virility.

3—SUCCESS IN LIFE. You will get knowledge of the success formulae used by people successful in business, sports and social life, and thus acquire that courage and self-confidence much needed to adjust yourself to changes in life and to get ahead steadily.

4—ENTERTAINMENT. You will be brought the finest pieces of true adventure, history, personality stories and other non-fiction writings available on the market. It is our purpose to entertain, instruct and help you to advance toward your goal in life by means of the most constructive articles on health, sports, the armed services, historical and current events and all other such topics that will answer your special needs and queries.

We will strive to make FURY more than the usual magazine. Something you and we will be proud of. FURY will be your encyclopedia for success and better living. It is toward this aim that this publication is dedicated. We believe in it. Show that you, too, share our belief by buying it regularly.

FURY will be on the newsstands monthly.

Sincerely yours,
Joseph Weider

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LION HUNT!

Artist Clarence Doore has pictured on the cover a thrilling representation of a Masai warrior, armed only with a spear, tackling a fierce lion. More about these amazing African hunters may be learned by reading Hal Hennessey's splendid article, Trained For Death, on page 32 of this issue.

Fury

EXCITING TRUE ADVENTURES FOR MEN

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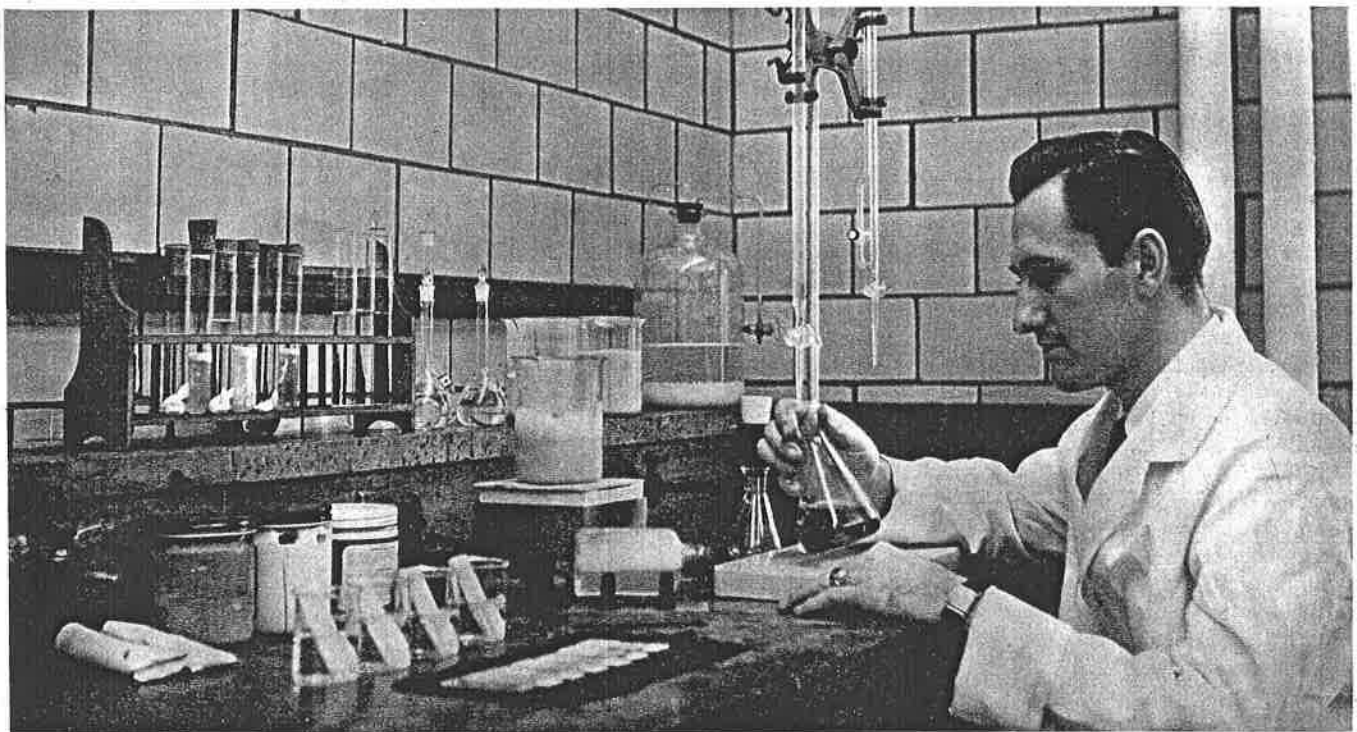
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CIGARETTES CAUSE CANCER

Cigarette consumption in the U. S. A. has soared from 180 billion in 1940 to a fantastic total of 400 billion in 1953. And lung cancer has zoomed upward too—at exactly the same rate! If you smoke, learn now your chance of survival.



Scientists have found smokers' odds of getting cancer of the lung are 22 times greater than those non-smokers face

ON THE basis of scientific investigations—all verified and reverified by the highest authorities—you owe it to yourself, Mr. America (and Miss America and Mrs. America, too), to find out ALL the facts about cigarette smoking. **YOU BET YOUR LIFE YOU DO!**

Cancer of the lung is widespread, being second only to cancer of the stomach as a killer among all cancer sufferers. To top it all, day after day and year after year since the introduction of cigarettes to American smokers there has been a progressive rise in the rate of cancer-of-the-lung sufferers. Moreover—and most dramatic of all the mass of evidence condemning the use of tobacco, especially cigarettes—*this ever-increasing number of "cancer doomed" persons*

is matched in almost exact percentage by the constantly-mounting number of tobacco users.

And you don't have to be an "excessive smoker" to be in danger!

When a medical scientist speaks of "excessive smoking," he means a pack or more of cigarettes smoked daily. Less than 20 cigarettes daily is termed "moderate." But at no time has any responsible authority suggested that the "moderate" smoker is a "safe" smoker, with cancer of the lung confined to the "heavy" or the "excessive" tobacco users. So the first fact to bear in mind is this: *if you use tobacco at all, you are a cancer target!* Like being killed by a single bullet or blown to bits by a hand- (Continued on page 80)

STATISTICS YOU SHOULD KNOW ABOUT CIGARETTES

\$4,500,000,000

SPENT FOR CIGARETTES IN U. S. DURING 1953

20,000,000,000

PACKS IN 1953 SMOKED BY 50% OF OUR ADULTS

**IN MEN, LUNG CANCER IS
DEADLIEST OF ALL TYPES**



97%

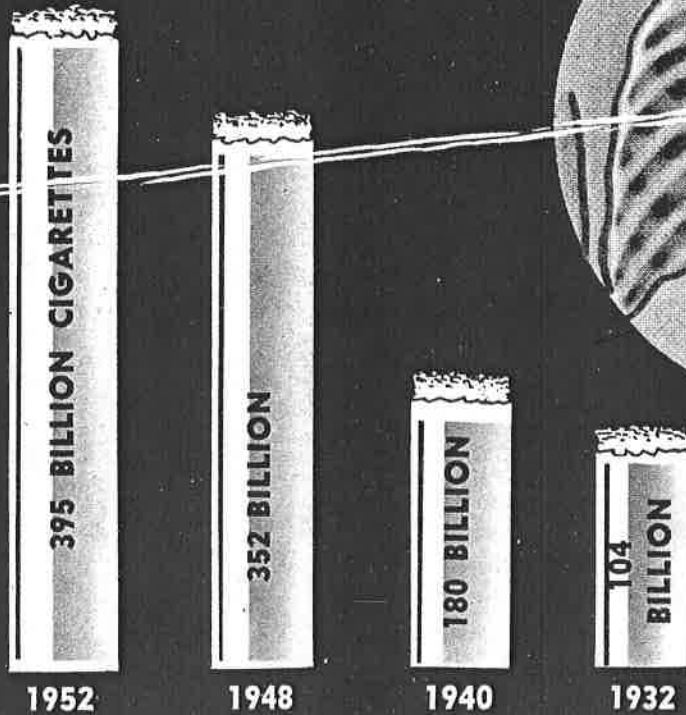
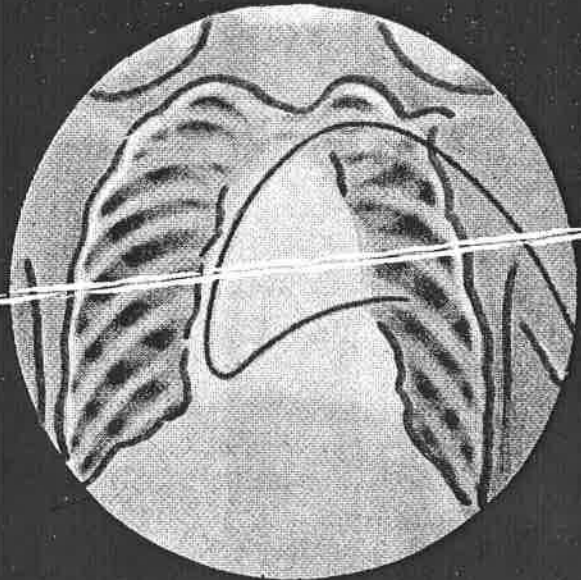
of cigarette sales
is cornered by
three companies



3%

of market remains
for 23 competitors
of Big Three

Two hundred thousand Americans each year die of cancer of all types. Next to abdominal type, lung cancer is greatest killer



Skyrocketing cigarette sales have quadrupled in past 20 years—and so have victims of lung cancer, in exact ratio

CIGARETTES--Your Invitation to Cancer

(Continued from page 16)

grenade, the end result is precisely the same: you wind up dead. Heavy cigarette smoker or light smoker, the cold statistics prove that you can't compromise with cancer any more than you can compromise with death. After all, aren't they practically the same thing, in the final analysis?

One tragic aspect of the whole problem is that persons who thought they might have contracted TB—and that means about 90% of the smoking population—have never heard of any direct connection between cancer and smoking until a doctor tells them they have contracted cancer, and goes on to give them the facts. The tragic aspect is that it takes an average of twenty years of continuous smoking before a fully developed cancer of the lung becomes sufficiently evident, through symptoms, to send the victim to his doctor for examination. And by that time, of course, it is too late—perhaps years too late.

"Why didn't someone warn me?" How many times has that plaintive cry been uttered? During the best part of those twenty fateful years the smoker still had freedom of choice: to cease being a tobacco user, or to risk the odds against developing an incurable malignancy known as cancer. But, in his ignorance of the facts he actually was denied any choice at all. "Why didn't someone warn me?" That question, repeated often enough, becomes an outright accusation. Everyone has a right to be told of the hazardous odds in such a life-or-death gamble.

For reasons as yet unknown, specifically, tobacco is in its most harmful form when used as a cigarette. Yet the cigarette companies, for years, have tied their advertising to three principal theme: *snob appeal*; *pleasure*; and *health appeal* (both protection and actual benefits). In recent years, the health theme has been predominant, with claims so wild and improbable that the United States Agency known as the Federal Trade Commission has been forced to bring action against the major companies on numerous occasions. Repeatedly, the same company has found itself under FTC fire to cease its current "misleading" advertising claims.

Nose and throat claims are widespread; nurses and other members of the medical profession ("More doctors smoke XYZ's than any other cigarette!") endorse testimonials to mildness and harmlessness; by implication, both insidious and ridiculous; famous athletes have attributed their "control" or "extra reserve of energy" to this or that famous brand. And the general public is high-pressured into buying more and more cigarettes.

Isn't it strange that until this late date there has been mention only in the most obscure media of public information (with but one exception: the no-advertising carrying *Reader's Digest*) that the mushrooming

sales of cigarettes each year [a fantastic 400 billion butts were puffed in the U.S.A. in 1953 by 60% of her men and 30% of her women] are exactly paced, year by year and rise by rise, on another chart recording lung cancer? And doesn't it seem just a bit insane that our number one cancer-producing agent, cigarettes, should be promoted by multi-million-dollar advertising campaigns that base their appeal to more smokers on the reassurance that harmlessness or even positive healthful aid will come as a result of smoking? It's crazy, man, crazy!

To date, 56,000,000 persons in this country are tobacco addicts (the word "addict" being used here in the medical sense, as a doctor would classify persons who have established a feeling of need through habitual use over a period of time). One adult out of every two smokes cigarettes. Yet the spectacular rise in deaths from cancer of the lung continues to spiral upward. In 1933 only 3400 persons died; this year that figure will reach the frightful total of 22,000! *On those 22,000 obituary notices, only 15 in every 1000 could add the note, "non-smoker."*

Business Week, the McGraw-Hill publication, announced recently that the sale of filter-tip cigarettes had jumped 132.1% during the past year. Other sources have reported the surprising increase in purchases of filter holders for cigarettes. Thus, it would seem, a large number of smokers are attempting to sidestep the danger of lung cancer without giving up cigarettes. Unhappily, their strategy is ineffective.

Consumer Reports, an independent investigating company's magazine that gives monthly analyses of various products to its subscribers, makes the following statement concerning filter-tip cigarettes: "Most filter-tip cigarettes tested—contrary to the statements in the ads for them—actually had about 20% more nicotine in their smoke than regular brands—as much as that of the typical king-size brands smoked down to about a one-inch butt."

For years, many doctors have warned that cigarettes exert a variety of harmful effects on the body, irritating the nose, throat, tongue and eyes, and causing loss of appetite.

But all of these contra-indications of the use of tobacco seem dwarfed at the tremendous danger, the awful threat, of which cigarettes have at last been condemned: cancer of the lung.

Consumer Reports has conducted an exhaustive research into the entire tobacco industry—a monumental task, if ever there was one. Since it carries no advertising and is beholden to no one but its supporting readership, the magazine makes the following thoughtful, restrained observation as a result of the voluminous reports it has published on tobacco:

"In the past few years the focus has shifted from the influence of smoking vascular

disease to its possible relation to cancer of the lung. Vital statistics show few trends more dramatic than the rise during the past 30 years in the death rate from cancer of the lung. Only a part of this increase can be attributed to aging of our population, or to improvements in diagnosis by physicians . . . The most vigorously advocated hypothesis today is that heavy smoking (more than 20 cigarettes a day) over a period of many years is one of the most important factors, if not the most important of all. This hypothesis seems to be particularly plausible since there has been a progressive rise in the use of tobacco, particularly of cigarettes, parallel with the rising incidence of lung cancer."

Dr. Alton Ochsner, head of surgery at Tulane University's School of Medicine and past president of the American College of Surgeons, has given this thoughtful summary of the evidence:

"Since cancer of the lung is more common in men than in women, our prediction is that in 1960 one out of every two or three men with cancer will have cancer of the lung and that one out of every 10 or 15 men living in the United States will have cancer of the lung.

"Because of the definite parallelism between the sale of cigarettes in the United States and the increased incidence of cancer of the lung, and because it has been shown experimentally that there is a cancer-producing factor in the tar derived from the smoking of cigarettes [*italics ours*], it is our conviction that the unprecedented increase in the incidence of cancer of the lung is due to the cancer-producing factor in cigarette smoking."

A late report of the United Press gives the life-or-death odds against the smoker:

Dr. Leonid S. Snegireff, associate professor of cancer control at the Harvard School of Public Health, told a City Club Forum luncheon that the susceptibility of pack-a-day users was 22 times greater, and of light smokers (ten or less a day) eleven times, that of non-smokers.

"[The] Harvard University scientist said . . . that chain cigarette smokers who consume two packs a day for 25 years are 52 times more likely to contract lung cancer than non-smokers."

The British Government has officially taken cognizance of the danger by using a "white paper," stating there is a connection between smoking and lung cancer.

And that wraps it up. Nothing more can be added.

All the facts have been marshalled and presented to the reader truthfully; the decision is his own, to make. But no matter which his choice—to smoke or not to smoke—no one who has read this article can ever say, "Why didn't someone warn me?"

The warning is before you, now!