

AMERICAN ANTI-CIGARET LEAGUE

106 LA SALLE AVENUE
CHICAGO, ILL.

General Director, Prof. H. K. TAYLOR

★

President, FRANK A. BUCK, Toronto, Ont.

1st. Vice President, M. AVERY CASEY, Buffalo, N. Y.

2nd. Vice President, MISS ELIZABETH W LDERMUTH, Allegheny, Pa.

Secretary, CHAS. L. FISK, Chicago, Ill.

Asst. Secretary, MISS HAZEL SESSIONS COWDREY, Fort Wayne, Ind.

Treasurer, EMMETT HARVEY, Louisville, Ky.

ADULT ADVISORY COUNCIL

REV. C. L. THURGOOD, Pittsburg, Pa.

WM. H. HUBBARD, D.D. Auburn, N. Y.

MRS. CLINTON SMITH, Washington, D. C.

DUDLEY J. REYNOLDS, M.D., A.M. Louisville, Ky.

MRS. A. O. RUTHERFORD, Toronto, Ont.

WM. F. FERGUSON, M.D. Fort Wayne, Ind.

REV. C. W. KING, Toronto, Ont.

INFORMATION

THE ANTI-CIGARET MOVEMENT AND ITS ORGANIZATION

THE crusade against the cigaret has grown into one of the most widespread movements of recent years. Like the temperance crusade, it is carried on by several organizations, some local, some state, and some, in a sense, national.

While the most of them rejoice at any good work that anybody may do towards the suppression of the cigaret, the fact that there are several organizations operating towards this end is sometimes confusing to those who are in doubt as to which is the general League. In answer to such inquiries, it may be said that the American Anti-Cigaret League is the only national and international organization formed for the suppression of the cigaret and composed of and officered by boys and girls under twenty-one years of age, and operating in every city of the United States and Canada. It has local branches in most large cities of the United States and Canada, and a total membership throughout the country of approximately one million boys and girls who have signed our pledge.

The magnitude of the work carried on by this immense League may be estimated by the fact that in one month, recently, it sent out more than a million separate pieces of literature, including pledge cards, leaflets, circular letters, etc. It also secured the co-operation of the prominent Sunday School workers and state officers in thirty-two states and provinces for a distinct effort to include the Sunday School scholars in this great reform.

Besides the American League, there are other societies doing a kindred work. The W. C. T. U. have an Anti-Cigaret department, at the head of which is Mrs. E. B. Ingalls, with headquarters at St. Louis, who, through the deeds of her noble organization of women, is able to do much good. Miss Lucy Page Gaston, whose name is prominently associated with Anti-Cigaret work, is at the head of a League which operates almost exclusively in the city of Chicago. Besides these two, there are several state associations, all of which are affiliated with the American League.

Mr. Willis Brown, the organizer of the American Anti-

PLUCK

10

Cigaret League, has personally conducted campaigns in most of the large cities, enlisting in Pittsburg and Allegheny 15,000 boys and girls, in Columbus 6,000, in Buffalo 10,000, in Toronto 6,000, in Washington 6,000, and many thousands in Fort Wayne, Winnipeg, Auburn, Syracuse, McKeesport, Duluth, Cleveland and Akron. All of these are in affiliation and joint membership with the American Anti-Cigaret League.

While the American Anti-Cigaret League welcomes the co-operation of anybody and everybody who has the welfare of boys and girls at heart, it is nevertheless due to all friends of this movement to state that it does not endorse all of the traveling promoters, self-styled organizers and quasi-officials of the so-called "National" Leagues, who go about the country securing appointments with the Y. M. C. A.'s, churches, schools and individuals, for the purpose of holding anti-cigaret meetings, incidentally receiving contributions for the anti-cigaret work, or selling books in which they are personally interested.

The American Anti-Cigaret League is self-supporting. It owes no money and receives no contributions, and nobody is authorized to represent it unless he or she bears specific credentials signed by Charles L. Fisk, the inter-national secretary.

If anybody, whatever his or her title or pretensions may be, appears in any community, assuming to represent this League, and cannot produce the above credentials, the matter should be brought to the attention of either the International Headquarters, or the local officers, for we cannot allow this great movement for the welfare of boys and girls to be jeopardized by those who lack the ability or experience to present the work properly, or may have ulterior motives in associating themselves with it.

★

ANNOUNCEMENT

QUITE a number of Leaguers and interested workers in Iowa, Minnesota, Wisconsin, Michigan and Indiana have written to headquarters, wanting to know if it would be possible to have Mr. Willis Brown, organizer of the American Anti-Cigaret League and editor of Pluck, visit their respective places and lecture.

Mr. Brown has arranged to make a few visits in each of the above named states during the next three months. He will spend a day and an evening in each place, and the Leagues or individuals desiring to have Mr. Brown visit them, if possible, are requested to write to headquarters at once, so that a complete itinerary can be arranged, which will enable him to take in as many places as possible on one trip.

★

A GREAT CAMPAIGN IN DULUTH

UNDER the auspices of the Y. M. C. A. of the "Zenith City," Duluth, Minn., supported by the Protestant and Catholic clergy and the W. C. T. U., Mr. Brown conducted a two weeks' campaign. All of the public schools were visited and four thousand boys and girls joined the League.

The American Anti-Cigaret League plan of organization was followed, each public school electing a boy and girl superintendent, these forming the central council of the city League.

We give herewith a picture of some of the officers and superintendents. The following were elected as officers for the city League: President, Bert Evered; vice-president, Richard Hancock; secretary, Neil Buckley; assistant secretary, Edith Leonard; treasurer, Marion Higgins; superintendent, Mr. J. H. Hamaker, of the Y. M. C. A.

Different sections of the city organized district Leagues. In Lakeside, the boys met in the Lester Park M. E. church and selected Charles McFadden for President and Clifton Howard for Secretary.

Mr. Brown spent the first Sunday in West Duluth, speaking seven times. The mass meeting in the afternoon packed the largest church in that section of the city. Neil Buckley was elected President of the West Duluth League and Willie Ehr Secretary.

There were meetings for boys and they turned out in force. In fact, Mr. Brown and the Duluth boys had things pretty much their own way for two weeks.

Out in Woodland, the boys were given a fine banquet in the Glen Avon Presbyterian church. The pastor, Reverend Montgomery, and a number of the boys accompanied Mr. Brown back to the city and escorted him to the First Methodist church, where the big boys' meeting was held. It was great and what a crowd of fine manly fellows were there.

The newsboys fell in line and nearly every one signed the pledge. Here is a picture of the boys Mr. Brown addressed in the upper room of the Duluth Herald. The man in his shirt-sleeves is Mr. Pierson, who manages this lively crowd. Nearly every newsboy wears an A. C. L. badge now.

Easter Sunday afternoon, the final meeting was held. The church, of course, was prettily decorated. President Bert Evered presided.

Neil Buckley, the President of the West Duluth Anti-Cigaret League and Secretary of the Duluth City League, was then introduced and responded in a very clever off-hand speech, which was well received.

Mr. Brown then gave a short farewell address, followed by Rev. Dr. Clelland and Mr. Hamaker, the Superintendent of the Anti-Cigaret League. Mr. Hamaker, who is the physical director of the Y. M. C. A. and in charge of the Junior work, told them what good things he had in store for the boys who meant business. Summer camps, athletic contests, etc., will be the order and the A. C. L. boys of Duluth have a good start for one of the greatest boys' organizations in the country.

To give our Leaguers an idea of the Duluth work and the help given by the Duluth Herald, we print the following from the Herald of March 29:

"Five hundred boys gathered in the First Methodist church last evening and listened to an address by Willis Brown, who is conducting the anti-cigaret campaign in the city. Dr. Long, pastor of the church, and J. G. Hamaker, of the Young Men's Christian association, conducted the meeting for the first half hour until the arrival of Mr. Brown from Woodland, where a meeting of boys was held, followed by a banquet at the Glen Avon Presbyterian church. Rev. R. A. Montgomery, pastor of that church, and a number of the boys accompanied Mr. Brown to the meeting at the First M. E. church.

Mr. Brown's address was on the subject of "Personal Purity." For

*Mr. Willis Brown is in the centre. Immediately behind him is J. G. Hamaker, of the Y. M. C. A., Supt., and in front Bert Evered, President. Sitting next to Mr. Brown on the left is Richard Hancock, vice-President, and next, Edith Leonard, Assistant Secretary. Sitting next to Mr. Brown on the right is Neil Buckley, Secretary, and next, Marion Wiggins, Treasurer.

PLUCK

11

an hour he held the attention of the boys and made a strong appeal for right living.

Interest in this anti-cigaret movement is steadily growing. It is not an unusual sight to find a group of boys on the street corners earnestly discussing the question of cigaret smoking. The campaign against the cigaret that has been waging in Duluth for the past two weeks is the all-absorbing question among the boys and girls.

The presentation of the matter by Willis Brown in the public and parochial schools, thus reaching directly over 6,000 young people, the majority of whom have signed the anti-cigaret pledge, has resulted in arousing public sentiment against the habit. A number of the boys and girls of the public schools who have been chosen as the officers of the league have been asked to express their opinions of the good accomplished by the campaign and how the boys were signing.

William Ehr, of the Irving school, says:—In our school it has done wonders. Many who have been nearly fiends have signed, and one boy who was quite stupid told me that he has been getting better marks in all his studies since he has stopped the habit, and he said he thanked his lucky stars that he was in school the day Mr. Brown visited us and told us about the evils of tobacco.

Neil Buckley of the Longfellow school—The Anti-Cigaret league is very popular in the Longfellow school. Many of the boys who have smoked have signed the pledge and only a few are now off the list. There is one boy in our school who is a confirmed smoker and says he cannot stop. The boys who did not sign the pledge at first are now falling into line.

Edith Leonard of the Lincoln school—I think the Anti-Cigaret League is a fine thing. I know of a number of boys who have signed the pledge who have been smokers. If this League is kept up I think it is going to accomplish a great good. I think the girls can do a great deal by persuading the boys not to smoke.

Bert Evered of the Adams school—The Anti-Cigaret League is a good thing and should be taken up and pushed to a finish. It is not a league that will hurt a boy or girl and I am sure it will do a great deal of good. It has accomplished much good in our school.

Marion Wiggins of the Lester Park school—I think the Anti-Cigaret League will do a great deal of good if those who sign will use their in-

fluence in the right way and get more to sign. In our school many have signed the pledge and have stopped smoking whom I know would soon have gotten into the habit had it not been for the Anti-Cigaret League. If this league had been started a few years ago we would now have a very different record in the schools and on the streets.

Charles Hanson of the Bryant school—There have been a great many boys join the Anti-Cigaret League in the Bryant school. Some boys whom I know have done a great deal of smoking have signed the pledge and are going to stop.

Clara Collier of the Franklin school—A great many of the boys who belong to this school are boys who smoke incessantly and out of three rooms there isn't a boy who has never smoked. But all the boys signed the pledge of the Anti-Cigaret League, and it is doing a great deal of good and what Mr. Brown told us about business employers not wanting cigaret smokers made an impression on the boys and I think they all earnestly resolved to stop smoking cigarets because they saw what stupid boys they would become if they continued to smoke.



DULUTH A. C. L. OFFICERS AND CENTRAL COMMITTEE.*



DULUTH HERALD A. C. L. NEWS-BOYS.

REPORTS FROM THE FIELD

WHAT OUR ANTI-CIGARET LEAGUES ARE DOING

CHICAGO

CHICAGO has never had a real Anti-Cigaret League campaign carried on by the boys of the city as has been done by the boys of other large cities.

For the past few years the work has been done in spots by many different workers, which though resulting in considerable newspaper notoriety, which has been the very best kind of agitation, yet the organization of Leagues and definite and permanent work among the boys has not been accomplished.

Anti-Cigaret work among the boys of Chicago that will have practical and lasting results and lead on to permanent success has been taken hold of by the Central Y. M. C. A., assisted by Willis Brown of the American A. C. L. The plans are under way for a great campaign among the boys of Chicago and a large amount of preliminary work has been done in the past month.

The day Willis Brown returned from Duluth he met the boys of the Central Y. M. C. A. on the gymnasium floor and prepared the way for a Saturday luncheon and meeting. Over one hundred Junior boys attended this Saturday meeting.

After the luncheon the plans of campaign were outlined and Mr. Ehler, physical director of the Y. M. C. A., gave some practical suggestions and spoke of the great possibilities before us.

The boys very enthusiastically entered into the plans and organized a Central Y. M. C. A. Junior Anti-Cigaret League. The officers elected were: President, George Bristol; vice-president, Fred Hefter; secretary, Clarence Wharton; treasurer, Harold Brown.

It was voted that the Y. M. C. A. Junior Anti-Cigaret League invite other Leagues of the city to a conference to be held April 18th at the Y. M. C. A.

In the meantime Mr. Ehler and Mr. Brown visited northern Michigan and located a summer camp for the boys.

At the meeting held on April 18th, reports were received from many Leagues, and delegates present voted unanimously to organize a city Federation of all the Leagues of the city. Public school captains and committee-men were appointed.

The summer camp and Athletics were taken up and discussed. All hands left to work for the great meeting of the boys which will be held soon, at which time the Federated Leagues will elect officers.

Mr. John Upton, of the Bethlehem and Union Avenue M. E. Anti-Cigaret Leagues, has visited ten Sunday Schools the past month and is doing valuable work.

The Parkman Public School is falling into line. Mr. Brown addressed the pupils of this large Chicago school. They want more of his Anti-Cigaret talk and invited him back to give them a half-hour address in the near future.

The Doolittle school is being organized by Elmer Rood, who has permission to visit the rooms and present the Anti-Cigaret pledge cards. Elmer is a great worker and is often a caller at headquarters.

HOW THE ANTI-CIGARET STARTED IN DULUTH

DAISY STEVENS, V. P.



FRANK GLOVER,
SECY

CECIL GILLELAND,
TREAS.

EDDIE MINGER, PRES.

A PARTY handed me a copy of Pluck. I read it through and thought it a fine paper for the boys and girls. I showed it to my class of boys in the Sunday School and eight of the boys immediately subscribed for it. The next Sunday fifteen of the scholars met and organized an Anti-Cigaret League and elected officers.

The League is growing in numbers and interest and the great campaign we have just had will help our local League wonderfully.

J. B. Dye, Superintendent.

Lillian Clarkson West, who is associated with the International League, hearing of this first organization in Duluth, interested others, which resulted in the great campaign reported elsewhere.

PLUCK

12



EVERETTE FISHER

MUSKEGON, MICH.

WHEN Everette Fisher resigned as president of the Hartford City, Ind., Anti-Cigaret League, he left a good officer in his place. We felt sure that Everette in his new home would repeat his success in Hartford City. He has done so and in Muskegon, Mich., where he is now living he has been instrumental in organizing a splendid League. The News of that city gives the new organization a fine notice and we can predict great success for the Muskegon League. The following are the officers: President, Everette Fisher; vice-president, Charles Morgan; secretary, Elfred Vander Laan; treasurer, Carlton Hammon; sergeant-at-arms, Glenn Banks. The following lookout committee was appointed: Thomas Hume, Jr., Arthur Hadden and Charles Gibson.

★

BEVERLY, KANS.

THE Willard Anti-Cigaret League of Beverly held an entertainment on the date of March 23rd, consisting of songs, recitations, dialogues, tableaux and a drill. In the drill we formed the letters A. C. L. When we formed the A. we repeated the pledge. When we formed the C. we sang the chorus of the rally song, and when we formed the L. we gave the yell. As we formed in line we marched to the tune of the rally song played on the French harp by one of our members. We took up a collection to buy badges and a frame for our charter.

Sidney D. Wallace, President.

★

A. C. L. ATHLETICS

WE would urge the boys of the hundreds of Anti-Cigaret Leagues to organize athletic teams this summer. The weekly or monthly meetings prove tedious during the warm weather, so get out of doors with your programs. Have a baseball nine, relay races, hurdle races, jumping, pole vaulting, etc.

Pluck will give a series of medals for the International A. C. L. championship.

Britt, Iowa, and Fond du Lac, Wisconsin, Leagues are ready.

The boys of every League should take this matter up and Leagues that wish to enter for the championship must register at once.

Next month we will give more space to this department of activity.

★

BRITT, IA., A. C. L. BALL TEAM

THE Anti-Cigaret League of Britt, Iowa, have organized a baseball team for the coming season, with the following players: Hiram Gowdy, catcher; John Holverson, pitcher; Vallie Vaupel, short-stop; Clifford Palmer, first base; Roscoe Ewing, second base; Horace Groom, third base; Earl Daud, left field; Lyle Thompson, right field; Carl Kiger, center field. Dr. F. E. Heacock, the superintendent of the League, is the manager, and Arthur Jensen is the mascot.

There are other Leagues in towns near Britt, and we would advise the boys to organize a baseball team, and get in trim for other athletic games with the League boys of Britt and other places.

★

FOND DU LAC, WIS., A. C. L. ATHLETIC MEET

THE boys of the Fond du Lac, Wis., Anti-Cigaret League gave their first indoor athletic meet at Turner Hall, April 4. None but members of the League were permitted to enter the contests. A large number of people watched the spirited events.

In several of the events, preliminaries were made necessary on account of the entries, namely the 20-yard dash, the 40-yard dash and the potato race, the latter requiring three heats to pick the contestants for the final.

The list of events and the winners are herewith given:

Twenty yard dash—Harry Dockery.

Standing broad jump—Boynton Miller.

Forty yard dash—Charles Crippen.

Running broad jump—Ray Petters.

Potato race—Boynton Miller.

Running high jump—Walter Fisher.

Relay race—Ray McAdam's team.

In the relay race two of the boys were chosen to select teams each consisting of twenty members of the League.

While no records were broken a great deal of interest was taken in each event, both by the contestants and the spectators.