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THE
Nicotine Reporter

VOL. 2

PEABODY, KANSAS, DECEMBER, 1941

NO. 4

Effects of Tobacco Upon the Brain and Nerves

By JOHN HARVEY KELLOGG,

M. D., L. L. D., F. A. C. S.

From his book "TOBACCOISM"

A man may become intoxicated or drunken from the use of tobacco as well as alcohol. Professor George B. Woods in his great work on Therapeutics and Pharmacology refers to several cases of delirium tremens produced by tobacco. Any poison may cause intoxication.

Tobacco, like alcohol and opium, acts especially upon the nervous system (Campbell). Dr. Frankl-Hochwart, after a careful study of several thousand cases, states that "the localization of the toxic action of nicotine is much like that of syphilis," that is, upon the nerves and blood vessels.

Recent studies of the brain and nerves by the refined methods of the modern laboratory show that every irritant poison produces immediate damage of the fine structures of the brain, lessening the acuteness of thought and the quickness and accuracy of nerve activity. The use of tobacco in the smallest quantities is more or less damaging to the brain and nerves, lessening nerve sensibility and mental acumen. The free or prolonged use of tobacco is recognized as one of the most common causes of insanity. Neurasthenia and a great number of chronic nervous disorders may be directly traced to the use of tobacco in a very large number of cases.

"Tobacco has a powerful influence on the nervous system, and I have known a case of an abstainer, with a male inebriate heredity, who trembled like a man with delirium tremens every morning until he had a pipe to steady him." (Dr. Norman Kerr, *Inebriety*, p. 129).

Unsteadiness of the nerves or "trembling" is one of the most common effects of smoking. It is most marked in the morning. After a while it becomes permanent. It usually disappears when the smoking is discontinued. It is very similar to the trembling due to the use of coffee. It is especially noticed in writing or other fine work, and is often apparent in the handwriting. The lower extremities are affected in a similar man-

ner. It is not unusual to observe in smokers the next day after they have smoked more than usual, a certain hesitation in walking—a lack of precision in placing the feet upon the ground. Certain authors speak of tobacco ataxia.

That the use of tobacco causes neuritis, especially polyneuritis and peripheral neuritis, also epilepsy, disease of the kidneys, neuralgia and headaches, has been maintained by many physicians, among others, Ballett, Bresler, Bury, Camuset, Cereau, Farnsworth, Fere, and Huchard. Schtscherbak reports a case of epilepsy in a boy, which ceased after smoking was given up. Many physicians have reported cases of epilepsy due to smoking.

Tobacco a Possible Cause of Insanity

The enormous increase of insanity in recent years may be in part due to the very great extension of the tobacco habit. Dementia praecox has in recent years increased at a notably rapid rate. A large percentage of the inmates of our insane hospitals are suffering from this form of mental disease. A recent investigation has shown a probable connection of tobacco-using with this disease. All of the seventy men examined were tobacco-users and more than half were suffering from arteriosclerosis. Some of the women were also found to be users of tobacco.

Dr. Bremer, of St. Louis, late physician to St. Vincent's Institute for the Insane, in a paper entitled *Tobacco Insanity and Nervousness*, asserts that a drug capable of producing the extremely poisonous effects observed in a person not accustomed to its use and of setting up such vital disturbances as give rise to blindness, disease of the heart, etc., must be capable of producing sooner or later "one of the other forms of insanity." The nerves of the eye are simply extensions of the brain itself. If tobacco can produce such changes in these as to produce blindness, why may it not affect other portions of the brain likewise? The more recent authorities upon the effect of tobacco, alcohol, and other irritating poisons upon the brain, have shown changes which have been formerly overlooked.

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Nicotine Reporter

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J. F. HARRISON — EDITOR
 Peabody State Bank Building,
 Peabody, Kansas

This publication is devoted to the protection and education of Youth by publication and dissemination of literature pertaining to NICOTINE. There is but one way to combat false and misleading advertising of the Tobacco Trust, and that is through the enlightenment of Youth. The facts about smoking should be as free to them as the air they breathe.

It is an unhappy fact that there does not now exist an enforceable National anti-tobacco law prohibiting the distribution by gift or sale of cigarettes to minors—boys and girls under the age of 20 years. This publication advocates that such a proposed law be formulated. Efforts should be directed and measures taken to compel tobacco advertisers to adhere to facts—without exaggeration in advertising their products.

This magazine is, and will be devoted to the publication and distribution of literature calculated to give our boys and girls in their teens THE WHOLE TRUTH pertaining to the poisonous and deleterious effects of nicotine on their minds and bodies and make it possible thereby for them to discriminate between sober facts and exciting fiction; that they may overtake loudly proclaimed untruths and greatly exaggerated half-truths.

George Washington said in his farewell address, "PROMOTE THEM AS AN OBJECT OF PRIMARY IMPORTANCE, INSTITUTIONS FOR THE GENERAL DIFFUSION OF KNOWLEDGE—IT IS ESSENTIAL THAT PUBLIC OPINION BE ENLIGHTENED."

An effort worth making should be undertaken with all force at one's disposal. The need is now urgent to combat the present wild and unrestrained distribution of nicotine products. Stand valiantly against the torrential forces of greed for gain, false patriotism, and powerful propaganda that today floods newspapers, magazines and billboards, and—monopolizes a great part of the available best broadcasting hours on the radio chains.

Effects of Tobacco Upon the Brain and Nerves

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Tobacco Epilepsy

Dr. Bremer has met a number of cases of epilepsy in which the disease was apparently produced by the use of cigarettes, and the influence of tobacco upon the disease was clearly manifested by the fact that the free use of tobacco was generally immediately followed by an unusually severe attack of epilepsy.

"Peri reported in 1906 that workers on tobacco die mostly from lesions in the circulatory system, especially from changes in the cerebral arteries. All these data sustain the assumption that tobacco is able to induce actual epilepsy in certain rare cases, even in the absence of a special predisposition." (Journal A. M. A., May 5, 1917).

Tobacco Neurasthenics

Tobacco neurasthenia is most frequently encountered in young men, especially clerks and others employed in offices and those following other vocations of a sedentary sort. The well-known effects of tobacco upon the sympathetic system, renders it especially active in the development of the neurasthenic state.

In experiments on animals the physiologist habitually makes use of nicotine as a means of paralyzing the sympathetic nerve.

Tobacco not only produces neurasthenia, but is a dangerous refuge for the neurotic in which he finds after temporary relief, a great aggravation of his miseries and a drug enslavement from which he seldom escapes, if he does not fall into greater depths of drug addiction, and to which it almost irresistibly leads.

The toxic effect of tobacco upon the sympathetic nervous system is shown by the nausea, vertigo, and great depression generally produced by the first pipe or cigar in the "would-be" devotee of the drug. Trembling of the hands, intermittent beating of the heart, shortness of breath and loss of endurance are effects which regularly follow the habitual use of tobacco.

Tobacco Headache

Von Frankl-Hochwart examined 800 smokers and found one in five suffering from headache. Vertigo, sleeplessness, inability to work without smoking, ill-humor, depression, worry, impulsive ideas and weak memory were other common symptoms.

Von Frankl-Hochwart mentions among other nervous symptoms due to tobacco, difficulties in speaking and writing, defects of word memory, aphasia, neuralgia, sciatica and various forms of genital weakness.

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By JOHN HARVEY KELLOGG

M. D., L. L. D., F. A. C. S.

From His Book "Tobaccoism"

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A factory manager whose business involves many details, stated to the writer that on one occasion when he had renounced smoking for six weeks, he found after two or three days that his memory became so retentive it was unnecessary for him to make memoranda, on which he had formerly been wholly dependent. After being made acquainted with some of the facts presented in this work, the gentleman resolved to discard tobacco permanently.

Smoker's Euphoria

The late B. W. Richardson condemned the use of tobacco and other narcotic drugs, because they produce an "unearned felicity," that is, an illegitimate pleasure.

Only lawful pleasures are safe. The tobacco-user, the drug habitue of any sort, creates an artificial tickle of mind or nerves by means of a drug, by drawing upon his vital reserve, his capital, the proper function of which is to supply the energy needed to keep the vital machinery going through the years of age weakening and decline.

A peculiarity of these artificial felicities is that they soon cease to be felicitous, and only become rescues from misery. De Quincey drank a pint of laudanum a day. He declared that he did not take the drug because of any pleasure derived from it, but to save him from the misery he suffered without it, which he described as "the very torments of the damned." Not a few tobacco users who have discovered that tobacco does them harm, continue to smoke for the same reason; in other words, they are drug addicts.

Tobacco Lessens Efficiency

Dr. George Fisher conducted a series of experiments at the Y. M. C. A. College of Springfield, by which he demonstrated that all smokers show a loss in precision in feats requiring accuracy of aim. The tests employed were target practice with baseball throwing and rifle shooting. Old smokers showed immediately after smoking one cigar a loss of accuracy amounting to 11 per cent. Non-smokers showed after smoking a loss of efficiency of 13 per cent. After two cigars the non-smokers showed a loss in accuracy of 18 per cent.

The experiments were repeated for five days and were applied to eleven subjects. Four tests out of five showed clearly the damaging effects of tobacco in feats requiring clearness of vision

and perfect muscular co-ordination, that is, accuracy of aim.

Meylan, of Columbia University, in a careful study of 223 college students, showed that "in scholarship the non-smokers exhibited a distinct advantage."

Dr. Jay W. Seaver found that of 100 students taking highest honors at Yale, 95 were non-smokers, only five smokers.

It has been stated that an examination of the class records of Harvard University (Baines) showed that for fifty years not one tobacco user has stood at the head of his class, and this notwithstanding the fact that five out of six students are smokers.

An elaborate study of the effects of tobacco upon mental efficiency was made a few years ago by Dr. A. D. Bush, of the University of Vermont. The observations were made upon medical students who were subjected to more than 2,000 separate tests of the most thoroughly scientific character, to determine the influence of tobacco upon the senses and upon mental and nervous activities.

The results are thus summarized by the author, (N. Y. Medical Journal):

1. A series of 120 tests on 15 men showed that tobacco decreases mental efficiency 10.5 per cent.
2. The loss in the field of imagery was 22 per cent.
3. Marked losses occurred also in the fields of perception and association.
4. The greatest injury was done by cigarettes.
5. Nicotine was always found in cigarette smoke.
6. Pyridine was found invariably present in tobacco smoke.

Numerous eminent physicians have called attention to the fact that tobacco lessens mental efficiency; that it produces mental and moral, as well as physical apathy and degeneracy. Among these may be mentioned, H. A. Depierris, A. D. Bush, F. Wahl, N. Toporkoff, A. Rouillard, H. Berger, C. S. Berry, Prof. Legrain, and M. Lowry.

The scholastic records of students in colleges and universities were studied by Professor Bruce Fink, of Miami University, Oxford, Ohio. He found their comparative achievements to be as follows: non-smokers, 108.2; light smokers, 103.3; medium smokers, 99.7; heavy smokers, 77.7.

At Ohio Wesleyan University, Dean Hornell, after examining the records of two years, learned that non-smokers obtained 84 per cent of the high grades, while smokers won only 16 per cent.

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Professor Clarke found that in three years at Clarke University, about one and one half times as many smokers as non-smokers dropped out of college or took an extra year to finish, and that students who began smoking after entering college were ten per cent lower in scholarship than those who never took up the habit.

At Bowdoin College, heavy smokers uniformly proved to be poor scholars.

In his book, *How to Learn*, Dr. E. B. Pitkin, of Columbia University, gives this advice: "To learn fast and easily, avoid all stimulants and narcotics. Even the mildest tobacco slows down learning. Moderately heavy smokers among college students are about ten per cent less efficient than non-smokers. This appears in all kinds of studies, no less than in athletics. . . . Smokers can seldom commit facts to memory as easily as non-smokers. They cannot handle themselves so dexterously in playing instruments like the piano and violin, in drawing pictures, in aviation, even in composing essays. In the colleges of England it has been found that most of the students who have been dropped because of low grades have been heavy smokers and among the abler students, virtually no heavy smokers are found."

A well-known Florida physician, Dr. George P. Hamner, after reading an early edition of this work, handed the author the following significant account of a personal experience of the very pronounced effects of tobacco in efficiency:

"My father was an extensive grower of tobacco, and as a young man I tried several times to use it, but always found that it affected my nerves and digestion and I soon gave up the use of it. As a telegraph operator it prevented me from perfecting the round, perfect handwriting characteristic of telegraphers until I discontinued its use, when I could write with perfect ease and smoothness, and very rapidly, as was necessary in those days, before typewriters were in use on the wire."

That tobacco aids the literary workers is an error. The writer has proven this many times. A good case in point is that of the late lamented Jacob Riis, one of the most beautiful characters it has been our fortune to meet. Mr. Riis had suffered for years from angina pectoris, a painful and serious heart trouble of a sort which is often produced and is always much aggravated by tobacco. But he continued to smoke, thinking that he must do so to keep his imagination going

so he could write. After some persuasion, he made the attempt to dispense with his cigars and in a letter to the writer, stated that he found he had been deceived. He discovered that his imagination worked far better without the narcotic. After a few weeks' abstinence, he wrote, "I find I was mistaken about tobacco. I have just finished the best thing I ever wrote and without a sniff of the weed."

Robert Louis Stevenson was an inveterate smoker, and died from a malady of which tobacco is a frequent and potent cause. He knew very well the evil effects of smoking, but had become a slave to the drug. He told Thomas Russell Sullivan, when asked about his way of working, "One ought never to write after drinking, and it is better, I believe, to write without smoking—but I can't." He was a cigarette addict, and died at forty-five of arteriosclerosis.

Count Leo Tolstoy Condemned Tobacco As An Aid to Writers

The great Russian philosopher and famous author wrote as follows concerning the influence of smoking upon mental activity:

"People used to say, and I used to say so, that smoking contributes to mental work. This is unquestionably so, if one considers the amount of mental work. A smoker, who therefore has ceased to value strictly or to weigh his thoughts, imagines that a mass of ideas has suddenly come to him. But this does not mean at all that he has acquired a mass of thoughts, but only that he has lost control over his thoughts.

"When a man works, he always recognizes two beings in himself, one, the worker, the other, the one who puts a value on the work. The stricter the valuation, the slower and the better is the work, and vice versa. But if the valuator is under the influence of intoxication, there will be more work, but its quality will be lowered.

"If I do not smoke, I shall not be able to write. Thoughts do not come to me; I begin writing and I cannot go on," people generally say, and so did I say. What does this mean? Either that you have nothing to write about, or that what you wish to write about has not yet matured in your consciousness, but only begins to present itself dimly to you, and the appraising critic, who lives in you and is not intoxicated by tobacco, tells you so. If you did not smoke, you would give up what you have begun, and would wait for the time when what you are thinking about has become clear to you, or you would try to think out what dimly presents itself to you, or you would consider the objections that have arisen and would strain all your attention to elucidate your thoughts. But you light your cigarette, the critic within you is intoxicated, and the impediment to your work is removed: what to you, sober from tobacco, has seemed insignificant again presents itself as significant; what has seemed ob-

(Continued from Preceding Page)

scure no longer appears as such; the objections that arose before you have disappeared, and you continue to write, and write much and fast."

Tobacco Blindness

Nicotine is a poison to the optic nerve, or nerve of sight. Its continuous use during a long period of time often results in the production of blindness through destruction of the nerves of sight. This destruction is not complete, but lessens the efficiency of the eye to a marked degree by paralyzing the nerves of sight in such a way as to lessen the visual field. The condition of the visual fields is easily discoverable by certain tests and is a highly valuable indication of the effects of tobacco not only upon the nervous system, but upon the body in general.

Many authors report cataract of the eye in horses eating food containing tobacco seeds. This has been observed in Australia and in Virginia.

Dr. Schweinitz names as the cause of amblyopia, or axial neuritis, the use of tobacco and alcohol and states that of all substances "tobacco is the one most responsible."

The same author reports the case of a woman who did not smoke but who worked in a tobacco factory and who suffered from amblyopia (sudden blindness in this case). The patient quickly recovered after she left the factory.

This form of blindness is most common in old smokers, those who have indulged fifteen years or more. Occasionally tobacco blindness develops in young smokers.

According to Dr. Booth (Alienist and Neurologist, 1915), the use of tobacco is the most common of all causes of loss of sight and dimness of vision.

Smokers who experience failure of health from any cause are likely to suffer loss of sight from the use of tobacco in quantities which had previously been borne without apparent injury.

L. E. Popoff proved by experimental research that the use of tobacco is a cause of amblyopia, or tobacco blindness.

Terrier showed that alcohol, as well as tobacco, produces blindness, but Scholtz showed that tobacco is more dangerous to the sight than alcohol.

Finlay observed in Cuba thirty-one cases of pure tobacco blindness. In two cases the blindness resulted from inhaling the fumes of tobacco in a cigar factory.

Foster observed a case of tobacco-poisoning in a man who had taken no alcohol for forty years. His blindness disappeared after he discontinued the use of tobacco.

Barrett, of Melbourne University, reported cases of tobacco blindness in horses. Cattle and sheep were also affected. The cause was believed to be the eating of the Australian tobacco plant. Atrophy of the optic nerve was observed. In the case of one horse, there was night blindness.

Dr. H. M. Traquair (Edinburgh Medical Journal) reports that the Royal Infirmary, Edinburgh, had 1856 cases of tobacco amblyopia (blindness) from 1913 to 1934. Only eight were women. He learned that the average amount of tobacco which produces blindness is three and one half ounces a week. But it may occur on only half an ounce a week.

Color blindness is one of the early symptoms of approaching tobacco blindness. Renouncing the use of tobacco generally results in a speedy cure.

Tobacco Deafness

Tobacco users are sometimes afflicted by a peculiar form of ear disease, the chief symptom of which is sudden loud or shrill sounds in the ears. These sounds are sometimes due to an enormous exaggeration of slight sounds, as the chirping of a cricket, the ringing of a bell, or some similar source of sound, but generally the sound is wholly subjective, that is, originates entirely in the ear, and is due to the diseased condition of the auditory nerves resulting from the use of tobacco.

Wyatt Wingrave reports "eight cases of nervous deafness in patients aged between twenty-four and forty years," the result of smoking. (Jour. Am. Med. Ass'n., 1905).

LISTEN TO

The White Cross Program

Over
Station

XEG

"The Voice of North America"

1050 On Your Radio Dial

5:15 A. M. and 8 P. M.

"Prescription" 13

THE VOICE OF MEMBERS OF THE WHITE CROSS OF AMERICA

This is your page, please use it. We will print comments from members. Kindly give us permission by signing your name.

Letters From Our Readers

Shipshewana, Ind.,
Dec. 4, 1941.

The White Cross of America,
Mr. J. F. Harrison, Editor,
Peabody, Kansas.

Dear Sir:

"The Nicotine Reporter" of Oct., 1941 which I have received looks like a paper that should have a wide circulation.

I will enclose a dollar for a year's subscription.

You ought to put the date when subscription expires on the address label.

I never used tobacco or strong drinks but wish to discourage the use of both.

Most of the good papers I get I pass on to others who should read them.

Yours truly,
M. S. YODER.

Amarillo, Texas,
Dec. 5, 1941.

The White Cross of America,
Gentlemen:

I have been reading your literature and listening to the radio talks for some two years.

I have never used tobacco and have advised many users to reduce the number of cigarettes they use or discontinue entirely. I had a patient today whose eyes and nervous system are being shattered and greatly injured by the excessive use of cigarettes. The patient promised to reduce the number but would not promise to discontinue smoking entirely. It is my belief that tobacco has hurt more people, has done a greater injury, in the aggregate, to the human family than the use of alcohol and morphine combined.

I treat the eye, ear, nose and throat and find its harmful effects constantly on those organs, especially the eye and throat.

With best wishes,
J. J. CRUME, M. D.

2704 N. Hamlin Avenue,
Chicago, Illinois,
December 16, 1941.

The White Cross of America:

Thank you for your prompt reply to my inquiry. I am a biology school teacher and am interested in having extra copies of the pamphlets you sent me.

"Tobacco—How It Affects Your Health"

"Careless Thinking"

"The Sixth Columnist"

Could you send me 50 or 100 copies of each and let me know the cost and I will mail you the money?

Thanking you, I remain

Very truly yours,
ALICE PETERSON

Oklahoma City, Okla.,
January 6, 1942.

Dear Sir:

I want to thank you for your wonderful advice and Prescription 13. It sure worked. I just want to say that I made up my mind to quit tobacco and the medicine takes all the desire away, so you can read this over the radio if you wish.

Thanks a thousand times.

Yours truly,
J. A. LIGHT,
1629 S. W. 33rd St.,
Oklahoma City, Okla.

Oxford, Kansas,
Dec. 25th, 1941.

White Cross,
Peabody, Kansas.
Dear Sir:

One who is opposed to tobacco it is terrible the boys and girls burning up their money and health with the most filthy habit on earth. I am past 81 years and fought the use of tobacco to thousands of boys but it goes on worse than ever, hear the ads over the radio night after night, day after day; what is it coming to? I have two boys, one with me here, the other near Pearl Harbor; been in the army 26 years, both never formed the habit, thank the world.

I enclose \$1 for Prescription 13.

Yours respectfully,
CHAS. CHAMPENY.

P. S.—I work every day, well and hearty.

Mutual Benefits

By WILL B. SCANNER

From "Tobacco Trails"

When tobacco users give up this overpowering habit, we can be a healthier people with healthier air to breathe and cleaner places to exist in, our insurance rates could be greatly lowered, factories in danger of fires and explosions would no longer need smoking booths, our toll of death and destruction will be greatly lowered, our clothes will be free of the extra messy and heavy equipment, to enjoy a new found freedom, the money saved could be used for the many more worthwhile things and pleasures for the entire family.

Those who have visualized certain desires, then kept their mind right on the goal while sacrificing many so-called pleasures, fads and other easy going but success destroying indulgences, have every right to the full enjoyment of what the effort provided, and may the Diligent enjoy rewards to which the Indolent are not entitled.

Successful people, are those who made themselves promises and then lived up to them, unkept promises to ourselves, become as bad debts, they clutter up the mind until paid off, those wishing to catch-up on such promises, will be too busy to idle their time away with tobacco.

Don't envy habit free persons, be one yourself, conquering tobacco, is like banishing an unscrupulous blackmailer whose demands you no longer meet, try it, to improve your skill at mastering situations.

Important People

Study the headlines of the top-notchers in any line who have not commercialized their names or profession by endorsing the use of tobacco, then maybe elsewhere in the paper you may see pictured a petty thief or one who has run afoul of the law, and you may see a cigarette perched at the side of his surly looking face.

The famous Lone Eagle not being a tobacco user, had complete control of his healthy nerves and mental faculties which helped him reach Paris and success after a thirty three hour grind, many pilots who used tobacco against advice, are now among the missing.

The Wrong Way flier being a thorough mechanic, knows that a smoking motor accumulates carbon, thereby reducing its power and smooth performance, as this also applies to the operator, he quit smoking, then with healthier nerves and keener mind he also realized his ambition and success, and he has not yet been pictured as a tobacco user.

Many who allow themselves to be pictured as tobacco users may call it strictly business and still expect the reader to use his own common sense, but imagine a prize fighter trying to get

a lift in between rounds by taking a few drags, which would only make us cheer the opponent, and laugh at the smoker for his foolish pleasures, no wonder a Philosopher once said, "The opportunity of some, comes through the foolishness of others."

BUY RIGHT AND TOBACCO FIGHT

(Composed by Mrs. A. J. Lewis of Porum, Okla., in February, 1927)

A poor man went into a store,
The merchant asked, "What is it, sir?"
"This paper gives a list of stuff;
I want tobacco, then, some snuff."

He bought enough to do awhile;
The merchant smiled a knowing smile;
"I want some meat, a little lard.
If you will wait on me, my pard."

He bought some more and went his way,
Chewed his tobacco but could not pay;
The snuff was used, the meat was eaten,
But the merchant, he was badly beaten.

Oh! Be not a snuff or tobacco user,
For, if you do, some one's the loser;
You'll lose your honor, more or less.
So, quit it please, our God will bless.

By honest folks, it is agreed,
Tobacco is a filthy weed;
It soils the mouth; it spots the clothes,
And makes a chimney of the nose.

Remember this: Oh don't forget;
"Beware, beware the cigarette";
It dulls the brain and robs the health,
Makes poverty instead of wealth.

For those who care, it does provoke,
To see their wealth go up in smoke;
We have the proof, it does not pay,
Fight it then 'til your dying day.

George, Iowa,
Dec. 1, 1941.

White Cross of America,
Peabody State Bank Bldg.,
Peabody, Kansas.
Gentlemen:

I received Vol. 2 of the Nicotine Reporter today, and am pleased with it. I do not wish to cut the card from the last page, as I wish to hand the paper to others.

I am enclosing \$1.00; please send me the paper for one year beginning Jan. 1, 1942, and also send me the Prescription 13 and the book "How Tobacco Half-Kills."

Yours truly,
W. C. MCKINLEY.

FREE... NOT ONE,

"Prescription"

But **BOTH**

The Book
"TOBACCOMANIA"
by James A. Savage

13

AND

Will you accept them

← **FREE** →



Unlucky
"For Your Worst Enemy"
NICOTINE

MAIL YOUR
SUBSCRIPTION CARD
TODAY

From The White Cross — Join
this fight against "Your Worst
Enemy", —NICOTINE in
tobacco. —SMOKING,
CHEWING. —or
SNUFF.

OOOOO

THE WHITE CROSS

Official Anti-Tobacco —NICOTINE
Magazine will be mailed to you for
one year. 12 interesting monthly issues
postpaid, with your membership card.
This is your opportunity to get FREE
"PRESCRIPTION" 13, and the Start-
ling new Book, "HOW TOBACCO
HALF-KILLS", —if you act now.

There are no extra costs, dues or as-
sessments. \$1.00 is not an installment
or down payment, but is payment in
full, and the only charge.

Fill out and mail the White Cross
"OPPORTUNITY" CARD today. This
offer may be withdrawn.

Does the Use of Tobacco HALF-KILL?

Is the penalty for the average smoker
seven years less life?

Does the smoker with heart disease
forfeit twenty-six years?

These and many other interesting and
important questions which may affect
your well-being are discussed in this
book: Do 200,000 persons die suddenly
of tobacco annually—Is nicotine many
times more poisonous than strychnine—
Does cigarette smoking permanently de-
generate the cells of the brain—Do al-
most one-half of all heavy smokers die
before they are fifty years of age—Is the
death rate of tobacco users twice as great
as non-users—Is the use of tobacco for-
bidden in certain foreign armies?

Read the unanimous condemning "ver-
dict" of 12 great men, scientists, bio-
logists, physiologists.

You have heard the Courageous, Sen-
sational ANTI-TOBACCO TRUST Cru-
sader, James A. Savage, on the radio—
Now read his startling new book:

"TOBACCOMANIA"

Accept it, now, as a membership GIFT.

"COURAGEOUS FEAR"

The first and most important
element in your fight against
the tobacco craving is will power
and determination. The second
great weapon is scientific means
of lessening or diminishing suf-
fering (nervousness) when the
human system is denied the nar-
cotic. The third is for the indi-
vidual to inform himself or her-
self of the treacherous effects
that nicotine may be having on
the mental and physical ma-
chinery of their own mind and
body. The use of tobacco or
snuff is essentially the individ-
ual's own business and respon-
sibility.

If tobacco is injuring you, the
greatest element in breaking the
habit, or craving, is called
"COURAGEOUS FEAR." "Courageous Fear" consists in
the determination to find out
about suspicious symptoms
early and the nerve to face the
facts.

White Cross "Opportunity" Card

This Card Entitles You To

"Prescription" 13 ← **FREE** → *"How Tobacco Half-Kills"*

The White Cross of America Peabody, Kansas.

I accept your FREE offer and I am enclosing \$1.00 with the full understanding that I am
to receive—free— without any additional charge, "PRESCRIPTION" 13 and the Book "HOW
TOBACCO HALF-KILLS". I will also receive the Official White Cross, Anti-Tobacco—NIC-
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