

THE CIGARETTE NEWS

June, 1930

CHICAGO MEDICAL WOMEN SPONSOR CLUB

AN INSIDE FOOD INSPECTOR

By the Late David Paulson, M.D.,
in "The Life Boat"

"Healthy gastric juice destroys germs. That explains why people can eat store cheese laden with germs."

The Chicago Council of Medical Women, with Eloise Parsons, M. D., acting president, and Alice Conklin, M. D., president elect, sponsored the exhibit given by the Boys' and Girls' Square Deal Club at the great Health and Education Exposition given under



THE WRONG RAISING OF THE CHILD

It also explains why those who have perfect digestion rarely contract typhoid fever from drinking contaminated water.

"The liver is nature's next most important fortification. It is a fearful and wonderful organ; it works overtime doing us good, for it has many important duties besides making bile. It is the gateway between digestion and the real man, for nearly everything that is absorbed from the digestive canal passes through the liver before it reaches the blood. Here it

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the auspices of the Chicago Department of Education and Department of Health at the Coliseum, Chicago, last month.

The "Square Deal Club" is an organization of boys, girls and young men and women who have been warned and educated against the use of tobacco and alcoholic liquors and who have pledged themselves against their use until 21 years of age, or, for life.

The exposition continued for eight days, and thousands of people of all

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The Cigarette News

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ALICE HYATT MATHER.....EDITOR
BERTHA VAN HOOSSEN, M.D.....
.....ASSOCIATE EDITOR

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When parents fail to command obedience of their children, they then cease to be their protectors.

Life should be a training that will make pleasure a beautiful companion and not a temptation.

Our nations are simply the outgrowth of the institution we call home. This institution should prove itself worthy of such a parentage by producing strong and mighty nations for righteousness if it is to stand.

"If you have a child invulnerable to all other influences and he cannot be spoiled by any means already recommended, give him plenty of money without any questions as to what he does with it. The fare is cheap between here and Smashuptown. I have known boys with five dollars to pay their way through, and make all the connections on the Grand Trunk route to perdition.—Talmage.

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classes surged through the aisles reviewing and studying the many exhibits. The members of the Chicago Council of Medical Women who visited our booth were highly pleased and freely commended the methods used in visualizing well proven scientific facts as regards the poisonous content of cigarette fumes and its reaction on the human system.

Hundreds of boys and girls signed the square deal pledge and some who were already victims of the enslaving habit asked for help in breaking from the use of cigarettes.

Side Lights:

Perfumed Cigarettes a Lure

One boy when asked why he began to smoke, said:

"I was handed a perfumed cigarette and it tasted so sweet and good that I have been smoking ever since and I can't quit smoking."

When this lad saw the liquid poison in cigarette smoke he seemed worried, and while the speaker did all she could to teach him how to break the habit, he returned to the booth repeatedly not feeling confident that he could ever stop smoking. This truly pitiable case emphasizes the importance of our work of prevention.

Doped Cigarettes

That the cigarette is being used as a means of securing control of young women for commercial or immoral purposes was revealed by an earnest woman who also visited the booth. The following is her story:

"I have a young woman friend who was enticed by a man to take her first puff from a cigarette—and from a cigarette he handed to her. She said it had a sweetish flavor and its odor was foreign to any cigarette smoke she had ever smelled, and almost immediately after taking a puff she seemed to be losing control of herself and found it difficult for her to breathe. Sensing the danger, she demanded that he raise the window and asserted herself in time to save herself from undoubtedly the awful fate of thousands of young women who have been entrapped by the White Slaver.

Lungs Blackened

A man of middle age who studied the demonstration at the booth said:

"When I was studying medicine I observed that the lungs of a non-smoker when cut open looked pink and pretty; but the lungs of the smoker appeared as though they had been inked, and black particles had formed throughout the tissue."

His statement is significant and should be a warning to the wise.

The exhibit was pronounced an outstanding success, some stating that it was the most important and valuable exhibit at the exposition.

Will Sponsor Exhibit at N. E. A. Annual Meeting

The following letter just received from the Secretary of The Chicago Council of Medical Women is self-explanatory:

June 9, 1930

"Anti-Cigarette League,
58 West Washington Street.

Dear Sirs:

The Chicago Council of Medical Women at their executive meeting voted to again sponsor the exhibit of the Boys' and Girls' Square Deal Club, to be held at the Annual Meeting of the National Education Association at Columbus, Ohio, June 28-July 4, 1930.

Cordially yours,

(Signed)

Clara G. Gottschalk, M. D.,
Secretary."

The action taken by the council of medical women, Chicago, in behalf of our cause, is heartily appreciated. It will give greatly needed prestige and greater power.

HOSTESSES OBJECT TO SMOKERS

London (AP).—London hostesses are waging war against a new menace, the cigarette fiend.

Complaints are being heard on all sides that after a party valuable furniture has been found damaged by smoldering cigarettes and burnt ash trodden into expensive carpets.

"It is worse than the gate crashers of last season," said one hostess. "It does no good to provide ash trays. But we must find some way of stopping what is, after all, just rank, bad manners."

DENTIST BLAMES SMOKING FOR WOMEN'S TRENCH MOUTH

New York, May 13.—(Special)

"Many women who smoke are becoming victims of Trench Mouth," Dr. Harold J. Leonard, Professor of Dentistry, Columbia University, said today. He spoke at the annual meeting of the State Dental Society of New York.

"Trench Mouth was practically unknown as an ailment so far as women are concerned before the World War, but today, that is common among women who indulge in cigarette smoking."

THE BLACK FOREST

From "National Sportsman," June, 1930

In Germany near the Swiss border is a famous area known as the Black Forest. Its forestry methods and its forestry control are renowned throughout the world, being cited as a standard for the best of all that is good in a most worthy cause.

With strange inverted irony we look upon what once was a stand of singing pines along a well known highway in the eastern part of the United States. Here, too, is a "black forest." We think oddly enough of the historical Black Forest in Germany. The contrast is striking, yet this forest by the highway is black. It has been ransacked by fire, and the tall dark trunks remaining are without arms and legs. Someone in an automobile tossed out a cigarette that smoldered and blazed and laid waste. The careless traveler does not know that he set a fire. No one knows who he is, nor will anyone ever know. He has gone his way without thinking, perhaps wondering at the smoke on the horizon, miles in its wake.

In a single eastern state, densely populated to be sure, there have been so far this year over fourteen hundred forest fires. For a short period they averaged 75 a day. The forests there are now black with a vengeance.

What can be done about it? How can a man be made to think? The crime of a man who tosses away a lighted cigarette is a crime of carelessness which may mean thousands of dollars in timberland.

It may mean loss of natural beauty which is immeasurable and indefinable. It may mean loss of human life. To us it seems a matter of education; for the crime, though as dangerous as a crime of violence outright, is almost unpunishable because it is almost impossible to apprehend the culprit. * * *

The sportsmen of this country more than any single class of men feel a duty toward the forests. Their sports take them to the woods. They depend upon the forest for their game and for their fishing.

Let every sportsman take it upon himself to stir public opinion, to awaken to this dangerous brand of thoughtlessness. The individual who tosses away a lighted stub and keeps on along the highway is a hit and run driver—pure and simple—and we will not stand for that sort of a black forest.

BROADCASTING — — — — —

WWAE (249.9m) at the Hyde Park-Kenwood Nat'l Bank Building, Chicago each Friday at 8:30 P. M. Be sure and tune in. Good speakers and good music.

SPECIAL OFFER

We endeavor to profit by our successes. The report of work accomplished by those who are representing the Boys' and Girls' Anti-Cigarette League and by cooperating agencies during the past year is simply illuminated with the outstanding successes enjoyed by those who have been laboring in this difficult field and who have availed themselves of the opportunity to secure the equipment, literature, posters, printed lectures, etc., furnished by the League for visualizing well-proven scientific truths about the cigarette.

Visual Education Program

The visual education program has been developed gradually throughout the ten years' existence of the League and at the expense of much time devoted to work of research and observation and at the expenditure of no small sum of money. It has been a revelation to know the mighty power of such a program and the effective work that can be done by one with only average ability when once equipped with the materials furnished by the League, and which can be procured at a low cost.

Progress Too Slow

It has been the policy of the League to depend upon carefully chosen representatives to further our work throughout the country, and while this is the ideal method and we still sponsor such workers, the progress made is too slow. This is due to the lack of needed funds with which to finance the great army of field workers, including professional lecturers, educators and physicians it would require to project this vitally needed education

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is sorted over and the poisons are either neutralized, destroyed, or stored up.

Can Use Tobacco Without Losing Life

"A scientist injected some nicotine into the portal vein going to the liver. In examining the blood as it left the liver he found that a large proportion of the poison had been destroyed in passing through the liver. That is why a man can use tobacco year after year without losing his life.

"The terrific illness resulting from the first effort to smoke is an accurate revelation of its deadly effects. 'Getting use to it' is simply when the liver and other protective agencies in the body have become aroused to destroy the poison, and then the tobacco user confidently imagines it has ceased to do him harm. By and by the liver becomes worn out coping with this enemy and allows it to pass through into the blood.

Tobacco Begins to Hang on the Breath

"The tobacco begins to 'hang on the breath,' showing that the *lungs* are now trying to eliminate the poison from the system. But that kind of a liver is also allowing other poisons to escape into the blood and that man's days are numbered unless he speedily reforms, and even then he must go through life with a crippled liver."

campaign throughout all communities systematically year after year.

Work of Reciprocity

Spurred on by the great successes of those we have equipped for service we will release upon request our "SPECIAL OFFER" which outlines in detail plans for a mighty work of reciprocity. All who want the pleasure of showing boys and girls why the use of cigarettes seems to charm, but always enslaves; makes some people sick while others seem to thrive with their use, write to the League for copy of our "Special Offer."

MAIL THIS COUPON TODAY

THE BOYS AND GIRLS ANTI-CIGARETTE LEAGUE
58 West Washington Street, Chicago.

I will gladly contribute toward making your work more effective
the sum of \$.....

Name

Address