

How Fairfax Cigarettes may help you:

THE SCIENTIFIC FACTS

This is the story of how science discovered a "miracle vapor" that seems to reduce the frequency of respiratory diseases, including the "common cold," and how the results of these findings can benefit you not only in hospitals and laboratories but in your everyday life — even in the cigarette you smoke.

WAR, with its destructive toll and maiming of humans, paradoxically, has been the means of rapid progress in many fields of medicine. Governments supply the necessary funds. Large groups of people concentrated in camps and training centers with similar conditions of environment and diet provide ideal test and control groups.

One field of medicine where these conditions provided a tremendous impetus to research was the field of the so-called "common cold" and other air-borne infections. Early in the war, conditions in British air raid shelters, where thousands of people were crowded into ill-heated, ill-ventilated subterranean quarters, caused British doctors and scientists to launch a vigorous campaign to find a means of preventing the transmission of various contagious diseases.^{1,2} Their work led to the discovery of the power of triethylene glycol vapor as a killer of air-borne bacteria and virus.³

In our own country, the Surgeon General of the U. S. Army established a Commission on Air-Borne Infections in 1941. The Committee included Dr. C. P. Yaglou of Harvard, Dr. J. Stokes, Jr., of the University of Pennsylvania, and Dr. O. H. Robertson who served as chairman. This commission conducted many field and laboratory tests of triethylene glycol vapor and found that as little as one gram of the vapor in 200 million cc. of air killed many virus and bacteria.³ It acts extremely rapidly — in one test triethylene glycol vapor killed 85% of the beta hemolytic streptococci (scarlet fever bacteria) instantly and the remainder within two minutes!⁴ In another test, mice were placed in laboratory test chambers which had been vaporized with triethylene glycol. A lethal dose of influenza virus was sprayed into the test chambers. The mice were completely protected.⁵

As a result of the findings of the committee on Air-Borne Infection, many other field and laboratory tests were made. These indicated that triethylene glycol vapor is capable of killing or inactivating most of the bacteria and virus listed below. The column on the right indicates the human diseases generally considered to be transmissible by each of them.

Pathogen	Disease
cold virus 6, 7	common cold
influenza virus 2, 8	influenza
pneumococci, B. Hemolytic streptococci, 9, 10	pneumonia, bacterial
streptococci 9, 10, 11, 12, 13, 14	acute sinusitis
streptococci 9, 12, 13, 15 B. Hemolytic streptococci Type A, 9, 12, 13	acute tonsillitis scarlet fever ✓
virus 18	measles
H. pertussis 13, 17	whooping-cough
meningococci, pneumococci, streptococci 16	meningitis
tubercle bacillus 19	tuberculosis
virus 14, 20	umps
streptococci, pneumococci 6, 7, 9, 10, 13	vitis media (middle ear infection)
pellagiosis virus 12	meningoenzephalitis pellagiosis (parrot fever)

Of course, the diseases listed above can also be transmitted by direct contact, handkerchiefs, kissing, hands, etc., and by dust.

In 1939 The Seamen's Bank for Savings in New York City, in an effort to control the humidity in the air, started using triethylene glycol in its air conditioning system. Shortly thereafter they noticed that employee absences due to illness were reduced by about half. The bank asked the Research Corporation, who had installed the air conditioning system, if the glycol could be responsible. It was not until several months later that the Research Corporation realized that it had inadvertently made the first commercial triethylene glycol air sanitation installation!

Tests by the Army resulted in further proof of the effectiveness of this vapor. When triethylene glycol vapor was used in the sleeping quarters of 500 men in army barracks the incidence of respiratory diseases was 42.6% less than that of the 500 men who comprised the control group.¹⁴ In other tests in a hospital, triethylene glycol vapor reduced the bacteria count in the following wards:¹²

Test	Percent reduction in Beta hemolytic streptococci produced by triethylene glycol	Percent reduction in total bacteria produced by triethylene glycol
Scarlet fever ward—12 bed	65	32
Scarlet fever ward—4 bed	100	64
Scarlet fever ward—12 bed "all day" tests April 21-22	45	35
Scarlet fever ward—12 bed "all day" tests April 29-30	82	62
Room of patient with acute sinusitis	95	73
German measles Ward I	58	47
German measles Ward II	63	67

Having found that triethylene glycol vapor could be tremendously effective against bacteria and virus, scientists next set out to determine if its use might have any harmful results. Toxicity tests revealed no irritation or harmful effects from inhaling the vapor²¹ or from drinking the fluid!

When tobacco is prepared for manufacture into cigarettes it is treated with a moistening agent (humectant) so that the tobacco will remain soft and fresh. Because triethylene glycol attracts moisture to itself it is an ideal moistening agent. Why not use it as a moistening agent for tobacco?

That is exactly what the makers of Fairfax cigarettes set out to do. The Omega Research Corporation in conjunction



after much experimentation finally perfected a process using only triethylene glycol as the humectant for cigarette tobacco. Tests disclosed that the smoke coming out of the unlighted end of each Fairfax cigarette contains enough triethylene glycol vapor to virtually sterilize fifty cubic feet of air! The process necessitated the addition to the tobacco leaf of one of the ingredients nature had originally placed there — chlorophyll — which was lost during the curing of the tobacco. For this reason the process is called "naturalized," giving Fairfax cigarettes the added advantage of reducing smoker's breath and the "fuzziness" in the mouth which results from excessive smoking of ordinary cigarettes.

Triethylene glycol has an extremely high boiling point — 550° (higher than the temperature of a very hot oven). It will not evaporate! That is why Fairfax cigarettes can be left open indefinitely and will not dry out. Every Fairfax cigarette you smoke will be as fresh as the first you tried. You will get the same smooth, pleasant smoke from every single cigarette.

Fairfax cigarettes contain nothing except honest tobacco — not medicated, not denicotinized, not mentholated. No cocoa, chocolate, syrup, licorice, or molasses is added to the tobacco. Consequently, no burning agent need be added. This, coupled with the fact that additional heat is taken out of the smoke in vaporizing triethylene glycol. (the boiling point being so very high) results in a naturally cool smoke stream. Obviously, the cooler the smoke stream, the smaller the amount of nicotine, tars and resins that are vaporized. Tests with leading brands of regular cigarettes, mentholated cigarettes and filtered cigarettes confirm these facts.

Many doctors advise patients who suffer from circulatory diseases, high blood pressure and various heart conditions, to cut down on cigarettes or to stop smoking completely. This is because smoking causes the peripheral arteries to constrict in diameter, thereby diminishing the rate of blood flowing through them. This constriction increases the blood pressure and heart beat. However, the discovery during the toxicity tests that inhaling

triethylene glycol or increases the red blood cell count, aroused curiosity as to what reaction the smoking of Fairfax cigarettes would have on the circulatory system. Several hundred people were tested on a U.M.A. thermocouple. The findings showed that 91 per cent of those tested disclosed no clinical evidence of any constriction. Tests conducted by impartial physicians have substantiated these findings.

While the number of persons tested to date is too small to establish definite conclusions, persons suffering from circulatory diseases which cigarette smoking normally aggravates, report that they do not have the same after-effects from smoking Fairfax cigarettes. Arrangements are being made for clinical work on this aspect of smoking Fairfax cigarettes to be conducted in several of the hospitals in New York City by specialists on circulatory diseases.

To what degree will the smoking of Fairfax cigarettes reduce the incidence of colds? Tests are now under way which we believe will provide us with an accurate answer to this question. Comments by people who have been smoking Fairfax for more than a year indicate that they have experienced a substantial reduction of colds or no colds at all. Other smokers state that while they are unable to smoke other cigarettes because of circulatory and respiratory disorders, they are able to smoke and enjoy Fairfax cigarettes without the usual aggravating and harmful side effects. While Fairfax cigarettes are by no means a "cure-all", their development and manufacture, as you can see, are unusual — and Fairfax cigarettes will eliminate many of the objectionable side-effects of smoking.

The makers of Fairfax cigarettes have prepared this message in order that you may know the medical and scientific facts and background of their product.

It has been their endeavor to increase your smoking enjoyment by giving you the benefits of the latest scientific discoveries in a satisfying, mild cigarette made of good, honest tobacco — not medicated, not denicotinized, not filtered — but a smooth real smoke — a smoke that is actually better for your health than any other cigarette!

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