

WAR, WOMEN, AND SMOKE

Ronan MacDonald, '43

*"In days of old, when knights were
bold, men fought with spear and bow."*

How different from our modern "total" war, where so many and such divers factors enter into the battle. In this war the morale of our troops is one of the most important weapons. And a good and necessary way of keeping our boys fit to fight is by supplying them generously with cigarettes.

Many of our leading journals have taken up the crusade for more cigarettes for our troops overseas. To this appeal thousands of people have responded and the result is more cigarettes and happier soldiers.

But there is one great field which has not been tapped. Thirty-five percent of all the cigarettes smoked in America are consumed by women ! Millions of cigarettes, worth their weight in gold to many a Canadian soldier, potential weapons of victory, are squandered by feminine smokers in their silly search for glamour and sophistication.

The blame for this unfortunate misconception and resultant waste lies partly in the standards set up for the public by heroines of the screen. The slinky night-clubby damsel with the cigarette and cocktail is the ideal of female charm held by the vast majority of our deluded women; they think it "chic" to smoke, just as they think it "chic" to drink and gamble. And they indulge in this so that they may be more attractive to men.

What do the men think of this? Are they attracted by these outward trappings of glamour? Every man, old or young, holds his own mother in the brightest place as his ideal of beautiful womanhood. And who wants to have the "dear toilworn fingers" of his "Mother Machree" stained by nicotine? Who wishes to see his children reciting their prayers at their mother's knee through a blue veil of cigarette smoke?

It is quite clear that, though a man may like to wine and dine these cigarette-smoking, cocktail drinking glamour girls, he prefers not to marry them. No girl who intends to make marriage her career,—and what girl doesn't—should

form the habit of smoking. Since there are better uses for tobacco at present, since tobacco constitutes a weapon in our modern army, women should take this way of "doing their bit," and, at the same time, stopping a habit which is definitely not in keeping with the natural dignity of woman.



Learning by study must be won
'Twas ne'er entailed from sire to son.

—*Gay*

Of all those arts in which the wise excel
Nature's chief masterpiece is writing well.

—*Buckingham*

Home, the spot of earth supremely blest,
A dearer, sweeter spot than all the rest.

—*Montgomery*

Satan finds some mischief still
For idle hands to do.

—*Watts*