

# STREET SMOKING BY WOMEN VOGUE IN BOSTON NOW

Ladies, when pipes are brought, affect to swoon: They love no smoke, except the smoke of Town.

From "A Pipe of Tobacco," by Isaac Hawkins Brown, 1740, in Dodsley's "Collections."

"(Puff, puff) That's a lot of (puff, puff, puff) applesauce (puff, puff)," says the young woman of today. "A man is only a man (puff, puff), but a good cigarette is a smoke."

Times have changed since Isaac Hawkins Brown's mother was a girl. "Swoon" has been taken from woman's vocabulary and "smoke" is now essential to the bright lexicon of youth and age (feminine).

Women smoke in their homes as they paddle a "vac" around the floor. A man finds more cigarette ashes in his spinach today than used. Women smoke as they drive their cars along the highways. Women smoke at hockey games, race tracks, football games, night clubs, restaurants, hotels, theaters, schools, offices.

Woman is smoking every place today that a man smokes, not excepting the smoking cars on the trains.

**She Even Smokes on Street**

Most horrible to relate—woman is beginning to smoke on the public streets—right here in Boston. True, women are not smoking freely in the streets as yet, but the vanguard of feminine sidewalk smokers has arrived. Montaigne should have found a reincarnation to cite the change in customs. In the memory of living men the young man, who smoked cigarettes was considered effeminate. That was long before modern woman thought of the cigarette. Today, man considers giving up the cigarette because it has become feminine property and once again it is suggested that the male cigarette smoker is effeminate.

Back in 1876 (so ran the story a few years later), a young Cuban stood, smoking a cigarette, at the entrance to the old Tremont house at Tremont and Beacon streets—one of Boston's famous hotels at the time.

In a few minutes a crowd of boys and men stood on the sidewalk looking curiously at the young man. In a little while he threw the end of the cigarette on the sidewalk and the small boys scrambled for it.

**Crowd Laughed at Him**

Then the young Cuban took a thin piece of paper from his pocket, poured some ground tobacco into it and made himself a second cigarette. The crowd watched him closely as he lighted and puffed it.

A man in the crowd, who was smoking a T. D. pipe, laughed and said: "That's a hell of a thing to smoke!"

The crowd laughed. The young man re-entered the hotel and Boston had seen its first cigarette-smoker in public.

But Boston didn't take very kindly to the cigarette at first. It was said to have been introduced by some young Cuban students and at first the habit spread slowly among students—first in one college, and then another, until about 1880.

But the old-time smokers regarded the cigarette as a sign of effeminacy and the young men who smoked them were called "dudes."

**Called Work of the Devil**

From the pulpit and health laboratory the cigarette was classified as one of the works of the devil. The name "coffin nails" was affixed to the tobacco-filled paper tubes. Fifty years ago the United States Government collected practically nothing from the sale of cigarettes. At the present time the Government collects an average of \$288,000,000 a year from the sale.

In the early 80's began in earnest the advertisement of certain brands of cigarettes, purchasers of which were promised a small photograph of a different attractive beauty in tights with every package of cigarettes. The craze for actresses pictures matched that in some quarters for postage stamps.

In 1951 a man could not even smoke a pipe on the streets of Boston. "No smoking in public," was the law so that the loathsome organs of the female section of the population might not suffer from lawbreakers and so that man might have his smoke, a circle of seats was set apart on Boston Common where man might smoke.

**Woman Smokes on Streets**

And now woman is smoking on the streets of Boston!

A Globe reporter and photographer scoured for photographic proof of the rumor had a long search but success rewarded their efforts. Young women found puffing at the "filthy weed," (remember when it was called that?) puffing right out on the public street.

The moral aspect of the cigarette between a woman's lips still seems to occupy the time and thoughts of the educator, the preacher, the parent. Perhaps, because they are of an age that could not unbend and knew nothing of liberalism in thought or action. Perhaps, because they see more than youth sees today.

A university co-ed sent out a questionnaire to a group of students picked at random from college rosters. She explained in a note to the students selected for the questionnaire that she was seeking a genuine statistical report on the matter of smoking among college girls.

Out of the questionnaires sent to five educational institutions she received 18 replies. Of the number replying, 14 college girls stated that they were either regular or occasional smokers. Of the num-

## Sousa Radio Program Monday



JOHN PHILIP SOUSA on Chevrolet Program

John Philip Sousa and his world famous band will be heard over the radio for the first time on Monday evening, May 6th, in an hour broadcast, sponsored by Chevrolet Motor Company to signalize the achievement of placing on the road over half a million new six cylinder cars in four months. This will come on the regular, General Motors "Family Hour" starting at 8:30 p. m. eastern standard time.

ber 51 confessed being confirmed smokers and 12 stated that they smoked occasionally. There were 48 girls who reported that they did not smoke but of that number 18 had tried smoking and stopped. The colleges from which these answers came were Leland Stanford, University of Wyoming, Smith, Michigan and Sweet Briar—the last seems quite appropriate for pipe smokers.

**Draw Your Own Conclusions**

Draw your own conclusions from the facts reported in this questionnaire. It would appear

"Naturally, we Chevrolet dealers are proud that our company has been instrumental in introducing Sousa and his band to the microphone," said Mr. Allen, of the Pierce-Allen Motor Co. local dealers. "We are equally proud of putting on the road over 500,000 new Chevrolet sixes since January 1, establishing a record never before duplicated by any dealer organization distributing six cylinder automobiles."

that the majority of college girls are smoking. It would appear that in a few more years women smoking on the street will be a common sight. If the Boston City Council ever creates a "smokers' Circle" on Boston Common for women smokers, be assured that smoking on the streets for them will be common. For that was the opening wedge for the men. Fifty years ago a man would not think of smoking in the presence of a woman. The youth who has just attained voting age can remember when a man would ask, "Do you

mind if I smoke?" Today the young man says to the young lady, "Got a cigarette?"

Walk along the Charles River and watch the young ladies on the stone benches. Some are walking to their offices. Others are walking to class. Many are reading or studying Greek or Latin. Most of them seem to be smoking. Perhaps this is Boston's feminine "Smokers' Circle." It is not the public street in the general meaning, but it is certainly an approach to it.

**Girls' Colleges Provide Rooms**

The girls at Pembroke College, co-ed branch of Brown University, have just voted in favor of smoking in their rooms and have asked for separate smoking rooms as well. Byrn Mavr with Vassar have both accepted the cigarette. Vassar seniors, some years ago built, with a collection amounting to about \$1,200 taken up by the class, a smoking room for themselves. Smith College girls are reported as having taken up the pipe last year.

Why are women and girls smoking? Men may theorize, but women fail to explain very clearly. Some smoke to be good sports; some for a new thrill; many from curiosity; some because others smoked; some because it looks smart and stylish; some because it appears sophisticated; some to be sociable; some because told it soothed the nerves; some for a prank. None of these reasons makes confirmed smokers, but thousands of women report that they liked the taste and sensation of smoking and acquired the habit. And if women have the habit they will smoke in public. A smoker insists on his or her smoke.

## ATWATER KENT RADIO PROGRAM SUNDAY

To close its winter season of concerts and inaugurate National music week the Atwater Kent hour this evening, Sunday May 5, will present a gala program in gala fashion. Eleven famous artists of the concert and operatic world, who have helped make the Atwater Kent hour an outstanding radio event, together with the Atwater Kent quartet and orchestra, will participate. In addition to the musical numbers there will be a short address by Mr. Kent, sponsor of the hour.

Reinold Werrenrath, the distinguished American baritone, will be one of the stars this evening. Two other especially fine voices will be those of Agnes Davis, soprano and Hazel Arth, contralto, winners of the Atwater Kent foundation's national radio audition for 1927 and 1928 respectively.

## Young Golf Star



Helen Hicks, 18-year-old New York golf star, was one of the favorites in the annual Miami women's golf tournament. She was a star in the qualifying round.

## DESTRUCTION IN WAKE OF FLOOD

COLEBROOK, N. H., May 4.—(P) The Mohawk river valley stretching from the Connecticut river eastward toward Dixville Notch presented a scene of flood wrought havoc today. Houses and bridges were swept away and highways washed out, when waters rushed last night from Balsam dam, 12 miles above here. The dam burst from pressure due to heavy rain.

Estimates of property damage ranged as high as \$100,000. Ample warnings reached the half dozen or more families comprising the hamlet of Kidderville, nine miles east of this place.

**"Old Soak" Well**

SAN FRANCISCO, May 4.—(P) "The Old Soak" is in good health. Cable message from Singapore tells how Secretary Stimson's Chinese parrot is thriving on his voyage from Manila to New York. His vocabulary is quite extensive and the crew has been restrained from teaching him undiplomatic expressions.

## FRUIT AND BERRY TONNAGE NORMAL FOR WILLAMETTE

SALEM, Ore., May 4.—(P)—Fruit and berry crops in the Willamette valley should be normal in tonnage and some of them well above the average if present indications hold true, in the opinion of the largest growers and packers here, although all are agreed that it is yet too early to make accurate estimate.

A short, retarded blossoming season for prunes, due to cold and wet weather during April, has left the experts guessing as to what the result will be in the set of fruit, but there are no indications that the trees or buds were damaged.

A heavy set of all varieties of cherries is indicated, but most of the contracts signed with growers leave the price to be determined by the prevailing market during the picking season.

Miss Talmadge, whose romance with Netcher had been reported for some time, said the wedding would be held here next Wednesday at the home of her sister, Mrs.

to contract for futures because of the stagnant conditions of the canned market. A large holdover of canned loganberries has caused canners to cut quotations as much as 30 per cent from their opening list prices.

Heavy crops of strawberries are indicated in all sections of the valley and practically all have been sold, packers report. Soft varieties for hawking are being contracted by the growers at from 5 to 5 1/2 cents, with the lower figure prevailing. Etersburgs and other firm canning berries have been taken at prices ranging from 6 to 7 cents.

## CONNIE TALMADGE TO PLUNGE AGAIN

LOS ANGELES, May 4.—(P)—Constance Talmadge, star of the screen, today made her first step toward a third marriage when she appeared at the county marriage license bureau with Townsend Netcher, Chicago merchant, and filed notice of intention to marry.

"Buster" Keaton, wife of the film comedian. Her age was given as 28. Netcher, who had been married once before, said he was 35.

Medford is the county seat and metropolis of the Rogue River valley and gateway to Crater Lake.



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Even with such an impressive record to focus attention upon the outstanding value of the Chevrolet Six, many people still do not appreciate what "a Six in the price range of the four" actually means!

Here, at prices so low as to be within easy reach of anyone who can afford any automobile, are afforded all the smoothness, reserve power and quietness of a great six-cylinder valve-in-head motor. In its speed, its acceleration, its absence of vibration and drumming and, above all, in its economy of better than 20 miles to the gallon it completely revolutionizes every previous standard of performance in the low-price field.

And in beauty and comfort, as well as in performance, the new Chevrolet Six ranks as an outstanding achievement.

Its new Fisher bodies are beautifully finished and luxuriously appointed. Steering is delightfully easy, due to a full ball bearing steering mechanism. And the newly-designed 4-wheel brakes are powerful, quiet and unusually easy to apply.

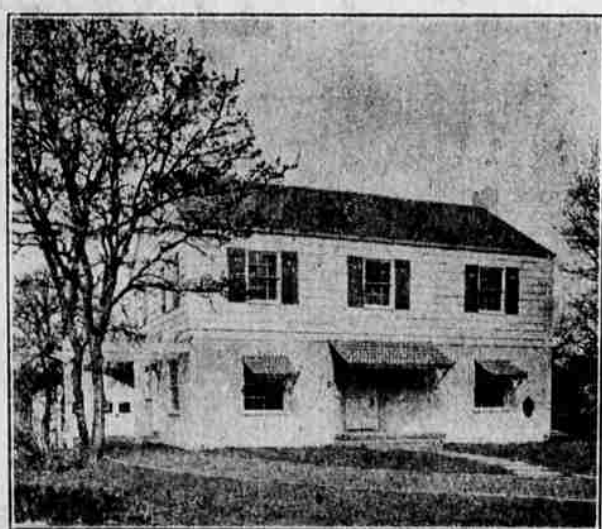
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The ROADSTER...\$525	The COACH	The Convertible LANDAU...\$725
The PHAETON...\$525	\$595	The Sedan Delivery...\$595
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