

# Why Cigarette Makers Don't Advertise to Women

By Lin Bonner

OPEN the handbag of any nowadays girl between the ages of fifteen and fifty. Rummage your way through a few dozen things you find there.

What's this?

A cigarette!

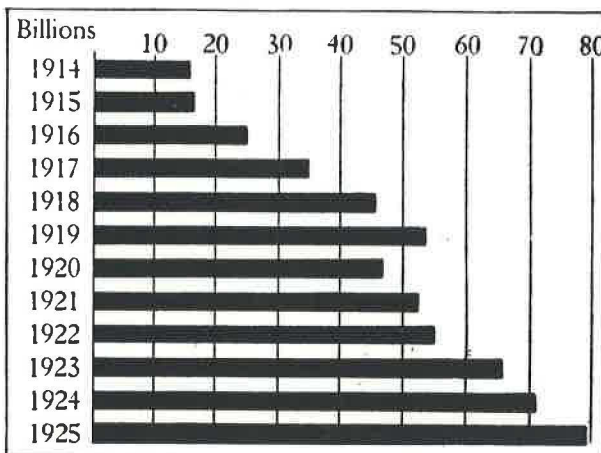
Two out of five have them—in the big cities a larger proportion.

Approximately, 3,400,000 miles of cigarettes were smoked in the United States during the twelve months that ended with June 30, 1926. Women inhaled about 510,000 of these miles, or about 15 per cent of all the cigarette tobacco puffed away in the period.

The cigarette bill of our nation for the year was about \$688,000,000. Of this the ladies contributed some \$103,200,000.

And they did it of their own volition. The cigarette makers do not advertise for the women's trade.

You'd think that with that much cash hanging around loose there'd



THE above chart shows the phenomenal growth of cigarette sales in ten years. This appeared together with the accompanying article in last week's issue of *Liberty*. We submit it to our readers' attention as an interesting commentary upon a curious phenomenon long extant in the advertising of cigarette makers

be considerably more available with a little bit of printer's-ink impulse to stir it into circulation.

Yet it isn't done. Why?

We will borrow a breakfast-food

slogan: There's a reason.

Because of the past experience and what happened to the licensed liquor business, the cigarette manufacturers do not dare to advertise outright to women, although they admit that the latter now constitute a very important part of the cigarette-smoking public. One of the biggest men in the industry, who does not want his name mentioned for the reason that the makers do not advertise to the fair sex openly, very candidly admitted to me that they are looking forward to the time when they may make a direct appeal—even now are ready.

"But not just now," he declared. "The manufacturers fear that they may draw the lightning of the busybody element that brought about prohibition—the long-haired men and the short-haired women whose lives are incomplete unless they are stage-managing the

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This poster makes an indirect appeal to the feminine prospect, but to date it constitutes the most direct appeal in this direction which we have on record



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lives and actions of all the rest of us.

"That this fear is well grounded, you have only to know that the tobacco industry, for many years, was the object of most 'strike legislation' proposed by impecunious or avaricious politicians and reformers. We were continually being called upon to resist this sort of thing, and in every case the procedure was identical: A bill would be introduced in a legislature to prohibit the manufacture or sale of cigarettes; it would be referred to a committee, and our people would have to get busy and pay somebody to see that it died.

**T**HIS is why we hesitate to go after women's business now, even though data and observation show us that it is a legitimate field, constantly growing larger.

"Almost every State, at some time or other, has had its anti-cigarette bill, the late Lucy Page Gaston and her followers having been the leaders in the campaign. The antis, however, made their idea stick in only a few spots—Kansas, Iowa, Indiana and Mississippi."

With such conditions existing, it is natural that the industry should be timid about inviting more trouble through advising women to smoke. Yet the time is near at hand when they believe public opinion will be on their side, and within the next year or two I expect to see billboards, magazines, and newspapers frankly carrying "ad" appeals to the ladies.

A representative of a large advertising agency, which handles the accounts of many cigarette companies, said to me:

"We are keeping a close watch on the women's trade and have seen the change in their attitude toward buying and smoking cigarettes. Each year it is growing more and more apparent that the women are using the weed in larger numbers. We haven't dared address them directly in advertising, but have tried to suggest brands to them in subtle ways."

H. S. Collins, vice-president and general manager of the United Cigar Stores Company, the largest retailer of tobacco in the world, agrees that there has been a tremendous increase in the number of cigarettes smoked by women, attributing it, in a measure, to a change in the blending of tobaccos.

Tracing the trail of smoke that is the history of cigarette-smoking in this country, he said:

"Compared with Russia and other European countries, the United States

is a comparatively young cigarette smoker. Back in the '90's there was an odium upon cigarettes. We had comparatively few brands in the market. Richmond Straight Cuts and Sweet Caporals were about the best known. Not many were sold, for men smoked either a pipe or cigar. Preachers and others inveighed against the cigarette; doctors were prevailed upon to warn against its use.

"Then, in the first years of the new century, the Turkish cigarette came into the country, and there was an immediate boom in the business. Cigarette smoking became almost an American institution.

"The foreign-blend vogue continued for about ten years. Then some college boys in the Middle West developed a fancy for a cigarette which was being made by a little concern in the South.

"This was the Fatima, now owned by Liggett & Myers.

"Fatima was the forerunner of the present-day most popular brands for men and women—the kind that are a mixture of domestic and foreign tobaccos, though chiefly constructed of the white burley of Kentucky. Camels, Lucky Strikes, and Tareytons all are of this type.

**F**OR several years Fatima had this field almost to itself. Then, when the American Tobacco Company was partitioned, R. J. Reynolds came out with Camels and the American with Lucky Strikes. These are the outstanding sellers today, and have been for some time."

There has been an almost ceaseless billboard and printer's-ink battle going on among these three. You've felt it; so have millions of others.

"I'd Walk a Mile for a Camel," said R. J. Reynolds on signs fifty feet long.

"They're Toasted," retorted the American in behalf of Lucky Strikes.

"What a Whale of a Difference Just a Few Cents Make," interpolated Liggett & Myers, justifying the breach of a few pennies between the cost of rival brands and the price at which Fatimas are sold.

Others have joined the fray: Chesterfields, Herbert Tareytons, Marlboros, Dunhills, Melachrino, Piedmont, etc.

It is noteworthy that of those named there is only one brand that is strictly foreign—the Melachrino. All of the others are combinations of domestic and foreign tobaccos.

To understand the growth of cigarette smoking, as outlined by Mr.

Collins, and the part women are playing in it, here are some official records from the Internal Revenue Department on the number of cigarettes sold in the United States.

1914.....	16,869,520,642
1915.....	17,980,164,482
1916.....	25,312,488,611
1917.....	35,355,860,177
1918.....	46,656,903,224
1919.....	53,119,784,322
1920.....	47,430,195,055
1921.....	52,099,529,826
1922.....	55,780,473,074
1923.....	66,733,896,282
1924.....	71,036,559,888
1925.....	79,979,763,871

Complete figures for the fiscal year ending 1926 are not obtainable at this writing, but the sales for eleven months indicate that the total will be somewhere between 86,000,000,000 and 90,000,000,000 almost 10,000,000,000 more than last year. For ten months of the current fiscal year the cigarette makers paid to the government, \$207,701,613.84, an increase over the same period last year of \$27,277,460.92.

You will notice that with 1917, the first year the United States was engaged in the war against the Kaiser, there was a leap of more than 10,000,000,000 in the number of cigarettes consumed. The increase continued through 1918 and 1919, then slumped off in 1920. In 1921 it leaped upward again, and the trend has been rising ever since.

Conditions being as they are, one would suppose that the manufacturers of cigarettes would make a direct advertising appeal to the feminine public. Almost every other form of advertising is aimed at them. But the cigarette people are frankly afraid of stirring up the reformers and bringing down upon themselves a lot of nuisance legislation.

**C**ALL to mind any established slogans, and, with one possible exception, you will not find any with a feminine flavor. The odd one I have in mind is that which is being used to popularize the Marlboro: "Mild as May." I do not know if this is a direct play for women by suggesting that the cigarette will not bite their tongues or prove harmful to their health, but it might easily be the case.

Complete figures as to the amount of money spent in cigarette advertising and exploitation are not available, but it runs into a great many millions of dollars annually. For instance, in 1923 the cost for cigarette advertisements in 31 selected magazines was \$174,469; in 1924 it jumped to \$260,511; and last year it was \$463,490. In



The "Tax Bug"  
of the National  
Paving Brick  
Manufacturers  
Association—  
"Brick baffles  
the Tax-Bug"

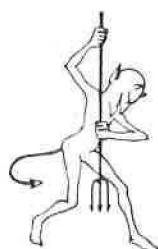


The Hinde &  
Dauch "P.E."  
—(travelling  
Package Engi-  
neer) — "He  
KNOWS pack-  
ages"

Four hard-working  
advertising characters  
created by Powers-  
House for clients. Each  
graphically expresses a  
major point in the adver-  
tiser's sales-arguments.



The Bryant Gas  
Heater "Pup"  
—"Let the pup  
be your furnace  
man"



The Ashland  
Fire Brick  
"Imps"—"The  
5 little devils of  
high tempera-  
ture service"

**Y**OUR agency must reflect you accurately to your customers. Make sure in advance that its background and its ideals fit it for the task.

*The*  
**Powers & House**  
*Advertising* Co.  
HANNA BUILDING & CLEVELAND OHIO

those three years the American Tobacco Company spent \$5,000,000 in newspaper advertising, chiefly to promote Lucky Strikes. Liggett & Myers, who make the Fatima, spent about \$4,250,000 during the same time for newspaper space. Other makers of other brands spent proportionately.

In 1924 the Reynolds Company, which makes the Camel, invested in billboards alone about \$4,000,000, and their rivals could not have been far behind them in this form of propaganda.

These figures necessarily are incomplete, because the manufacturers do not publish their advertising budgets. But, even so, they show the extent to which cigarettes are pushed without taking into consideration the vast sums continually being spent on window displays, cards, and other devices.

And yet, in all the words and space employed, none was a straight bid to the ladies to buy and consume cigarettes. In some isolated cases, such as the exclusive hotels, the cigar stands are so attractively arranged as to appeal to women. The United Cigar Stores are enforcing their rule against loitering more now than ever, because there still are many women who will avoid entering a store where there are many men hanging around to ogle them. But the only direct reference the company makes to women is in its manual for managers and salesmen, "Ladies First." It has been an axiom that customers entering a United Store would be served in turn; but where a man and woman enter together, courtesy dictates that the woman be given precedence.

But smart advertising writers and artists for some time past have been getting their messages across to the women—and in one of the most adroit campaigns I ever have noted. Pick up any magazine or newspaper, or look around you at the cigarette advertisements on the billboards, and almost without fail you will find a woman somewhere in the picture. One recently showed a hand, undoubtedly feminine, holding a cigarette; another has a girl asking her "boy friend" to blow the smoke in her direction.

These are all linking up the woman and the cigarette, yet none of them offers her a package for sale.

## How I Selected a Surgeon

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what was my delight when I found that the brown-eyed one had no hair at all—which seemed extra sanitary. So I chose him.

\* \* \*

The following week I had my corns pared with the utmost success. I no longer suffer; I am safe and well; all due to the way my questionnaire helped me find a great surgeon. And I still