

1910.....	8,644,000,000
1911.....	10,469,000,000
1912.....	13,167,000,000
1913.....	15,555,000,000
1914.....	16,855,000,000

Before the war influence was felt and during the period when the majority of women smokers smoked discreetly, consumption was nearly doubled in five years, due to a new and attractive product.

Statistically, the story of the war experience keeping in mind America's entry in 1917, and the fact that increased smoking by women resulted from their equality with men in various war services and in industrial plants—is shown in the following figures:

1915.....	17,980,000,000
1916.....	25,312,000,000
1917.....	35,356,000,000
1918.....	46,680,000,000
1919.....	53,151,000,000

During this period of five years, it is also to be remembered that cigarettes grew in favor as a man's smoke, for many doughboys who had been cigar or pipe smokers at home turned to tobacco in the form most easily available in canteens, in training areas, and in canteens.

The next period of accelerated growth covers ten years beginning with 1922, during which time consumption has more than doubled. In the totals for this period lie buried—except as they may be revealed by intelligent guesses—the actual yearly totals of cigarettes smoked by women. The grand totals, for the fiscal years ending June 30, follow:

(000,000's omitted)			
1922.....	55,780	1927.....	92,976
1923.....	60,862	1928.....	100,584
1924.....	67,884	1929.....	113,985
1925.....	75,011	1930.....	119,941
1926.....	84,941	1931.....	119,653

(Figures for the calendar year 1931, just released, show a total of 113,461,119,037, against 119,643,312,610 in the previous calendar year, a decrease of more than 6,000,000,000. Practically all of this decrease, which is laid to the general depression, occurred in the last six months of 1931, as is revealed by comparison with the fiscal periods above.)

The Moody report previously quoted says, after commenting upon the greater freedom of thought and behavior which spread following the war:

"Among the visible results of these tendencies were the gradual concessions made by public opinion with regard to smoking by women, particularly in public places. While in Europe this change in public opinion had taken place much earlier, it seemed that it was not before 1923 and 1924 especially that widespread smoking among women in this country began."

If our memory serves, it was about that time that the "flapper" had her day of bobbed hair, grotesquely dangling galoshes and skirts of extreme brevity. These younger non-conformists, encouraged by the national notice given their attire and manners, boldly began to puff their cigarettes in public. It was in those years, too, that cigarette advertisements began their disarming progress from faintest suggestion of the possibility that women might be interested in cigarettes, to the broad innuendo and all but out-and-out appeal to women of today. And today, if we may take the opinions of some observers, the girl or young woman who does not smoke is likely to be looked upon as a bit old-fashioned.

Women Consumed 12 Per Cent of Total

In view of all this and the enormous growth in cigarette consumption which has occurred since 1923 and 1924, it would seem that we must concede to women something greater than 12 per cent of the total annual consumption.

During the ten-year period tabulated, total cigarette consumption increased about 10 per cent each year. It would seem to be a fair guess that the increase in the number smoked by women has been at least 10 per cent each year. Applying this rate of increase to Moody's estimate of 14,000,000,000 smoked by women in 1929, we would have a total of 15,400,000,000 smoked by women in 1930, and 16,940,000,000 in 1931. If we concede, then, that cigarette smoking by women has increased at no faster pace than growth of the habit among men, we may estimate

that women—and girls—smoked at least 14 per cent of the total for 1931.

It would be very difficult to estimate the number of women smokers. Many women are known to smoke fully as many cigarettes in a day as the average male smoker. Some probably smoke more; but the great majority probably smoke considerably less. Therefore, it would not be safe to assume that 14 per cent of cigarette smokers are women; the actual percentage is likely to be considerably higher. Moody says that "the assumption may be made that the women who already smoke will gradually increase their per capita consumption of cigarettes at the same, or nearly equal, rate with men." While not increasing the number of women smokers, this progression will tend to raise the percentage consumed by women.

What Groucho Says

How the Dopester's Dope Looks When He Gets Back

LOOKING over my dingbats which I once called "assets," I find I've followed a certain few stocks so far down into the Valley of Shame and Despair, that I want to go across town to Manhattan Mountains and see if the Empire State and Chrysler buildings are still pointing their glistening summits upward. And those guys who say that we are in the midst of a great social and industrial revolution! When, I ask you, were we ever not? Augustus Cæsar worried about inflation and Demosthenes hollered about a racketeer.

Now come the wiseikes who say that we are not completely liquidated as yet and must get down to rock bottom before we can do business as of yore. The rock bottom of prosperity is human guts. And they haven't all gone flabby by a blame sight. Just fancy a world where all debts are paid and all trades are for cash! Where nobody can travel on his face—oh, what's the use?

The worst of 'em are those who

The question as to the age of most women smokers also defies even intelligent guessing. The Moody figure of 2.4 cigarettes per day as the average female consumption was arrived at by taking all females between twenty and thirty-five years of age. The logic of this is not apparent. For it is generally known that girls are learning to smoke in high school years, or before; and it is incredible that any woman smoker who has hobnobbed with my Lady Nicotine until she has reached the age of thirty-five is going to quit then. But perhaps Moody had in mind the graceful thought that, from that time on, all women are thirty-five—cosmetic advertisements to the contrary notwithstanding.

As to the results of advertising done, we submit the figures of total consumption.—[Ed. PRINTERS' INK.]

say we ignorant boobs are looking and hoping for the same kind of inflation we had before, and say it in a snooty way, just as if we hadn't ever bluff-helped ourselves into prosperity and couldn't do it again.

Four years ago I said to Gent. Treas. that in the ad biz we had to inflate promotion work to bring demand up toward production capacity, that inflation was necessary to reach a realization of what was somewhat of a bluff the year before—and that was the only possible kind of industrial progress in our peculiar social hook-up. How's that for wisdom's child? Times were flush, and Gent. Treas. said that was as sane an economic statement as he had ever heard.

I said the same thing six months ago and Gent. Treas. gave me a sickly, pitying look as much as to say, "You poor, wretched, ignorant, flabby-lunged bluff of a half-baked ad man, oh, how I pity you!"

So these self-elected prophets of industry and social econ (might omit the e) are warning us that