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Women and Cigarettes

Considering That None Is Older Than Thirty-five, They Probably Smoked 16,940,000,000 in 1931

W. D. & H. O. WILLS (AUSTRALIA) LIMITED

Tobacco Merchants SYDNEY, AUSTRALIA

Editor of PRINTERS' INK:

I am wondering if you can tell me below any investigation has been made America, designed to indicate how any wonen are cigarette smokers, and

The points in which I am particularly ments in which I am particularly recented are as follows: 1. Has an investigation been conducted input to indicate the number and per-tage of smokers among men and wo-min America. 2. If so, what percentage of women recenters of cigarettes, and what per-

1 01 what age are most women

4. Any information on the results of a divertising done, designed to in-

C. STRETTON-MORGAN, Advertising Manager.

NTELLIGENT guesses have been made as to the number of cigarettes smoked by women in the United States, but so far as we have been able to learn there has never been a fact-finding investigation. If a large proportion of women smokers smoked brands made and packaged especially to appeal to women, there would be some indication of total volume consumed by women. But since women buy and smoke the same brands of blended tobacco ciga-rettes which have taken the bulk of the male market away from the Turkish and Egyptian brands of twenty years ago, it is almost im-possible to learn what percentage of total cigarette consumption is

In 1924, PRINTERS' INK pub-lished an article by Curtis A. Wessel, managing editor, United States Tobacco Journal, in which he said that the only guess he could induce a cigarette executive to make was that female consumption was as large as the total output for men twenty years ago. "That would be 3,043,030,064 cigarettes." Mr. Wessel said. As that article was published in the January 31,

1924, issue of PRINTERS' INK the estimate probably applied to 1923, when the total consumption was 60,862,000,000-indicating that women-smoked about 5 per cent of the total.

Under date of February 27, 1930, Moody's Investors Service published a pamphlet on the "Out-look for Tobacco Companies," in which probably the first serious effort was made to arrive at the probable total of cigarettes smoked by women. Passing over the dis-cussion of analytical and statistical methods used, the Moody findings are summarized thus:

we have arrived at the conclusion that women smoked in 1929 not more than 12 per cent of all cigarettes in this country. That is, not more than about 14,000,000,000 cigarettes. Assuming that the number of female smokers in this country corresponds to the number of all females between twenty and thirtyfive years of age, the above 12 per cent would prove equivalent to 2.4. cigarettes per average female smoker per day, as compared with 7.2 cigarettes per average potential male smoker (i.e., all men over seventeen years of age)."

How Many Cigarettes Smoked by Women in 1931?

If we take Moody's estimate of 12 per cent and apply it to the approximately 119,600,000,000 cigarettes consumed in the United States for the fiscal year 1931, we arrive at a total of 14,352,000,000 cigarettes smoked by women in the fiseal year 1931. The increase of 352,000,000 cigarettes does not seem to be great enough when we consider what has been happening.

Cigarette consumption in America has gone through three distinct periods of accelerated growth. The first was a result of the introduction of blended tobacco (domestic and Turkish) cigarettes in 1912 and 1913. This is what happened in a five-year period:

consider what a market Detro in be covered. The News alo income group than any oth vering 71% of all bomes with

News NEWSPAPER L. E. LU

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

Feb. 18, 1932

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.

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 hobnobled with my Lady Nic-

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

What Groucho Savs

How the Dopester's Dope Looks When He Gets Back

OOKING 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 Casar 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 hottom before we can do business as of vore. 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

otine 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 thirtyfive-cosmetic advertisements to the contrary notwithstanding.

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

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

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 35,356,000,000
1917	46,680,000,000
1918. 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 cantonments, 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

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 daugling 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 hit 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 cach 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