



HE SOLD HER— YET SHE DIDN'T BUY

Let's pretend you make matches. Naturally you would like to have her buy one of yours. One of your dealer's subliminal is doing his best to make the buying a happy one for you.

But something is wrong. Mrs. Van Whook is not going to buy your set. You see she is peering at your competitor's product and saying, "I guess I'd take that one after all."

The salesman will be—yet she didn't buy. What is wrong with Mrs. Van Whook?

Mr. Van Whook?

Last night the Van Whooks decided they did not want a good enough any more. He said he guessed they could afford a new set. She wanted the new set to go well with the new curtains. He wanted it to go well with the old set.

Happily, they found an advertisement that told about a radio which they were able to compromise on. That's the set she went out to buy. That's the set she bought.

What are the purchasing agents of the family. Their husbands are the treasurer. Their purchase of any consequence is decided by a conference between the two. Behind every woman who buys stands the shadow of a man.

Obviously, the manufacturer who creates the product and the wife in the same room has a tremendous advantage over his competitors. He can do this by advertising his product in a Family Group magazine.

Redbook is a Family Group magazine. Its natural habitat is the living-room table. For it is read by men and women in almost exactly equal numbers. To be specific, every thousand copies are read by 1000 women and 1125 men. In Redbook magazine, your message reaches both sexes for 20% less than it costs to reach one sex alone through other media.

Sell the family and you sell all. Redbook Magazine, 230 Park Avenue, New York City.

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UNSEEN by the advertiser, yet ready to help or hinder the sale of your goods, the shadow of the husband stands behind every woman who buys.

In the old days, when goods sold themselves and approbation was still long of U. S. Steel, it was possible to ignore this shadow. It was possible to argue about anything. For did not women buy 85% of the nation's goods?

If women did, they still do. It is a statistic much printed and never proved.

But the fact that a Truth may make you a million dollars doesn't mean that a Half Truth will make you half a million. Women, though they will do most of the over-the-counter buying, are not and never were the only factor in the sale.

When a woman buys shirts for her husband, she buys the kind she knows he likes. When she buys perfume for herself, she is thinking of her husband's taste. When she buys food for both of them, she averages her likes and his before she makes a brand. And when it comes to radios, automobiles, electric refrigerators and such important things, a family conference decides.

In other words, wives are Purchasing Agents, but the real Buying Unit is the family.

Is a man's shadow blocking the sale of your goods? Better have a word with him, as well as with her. Do it by advertising your product in magazines which are read by both.

Redbook is such a magazine. It is designed to entertain both sexes equally. Every thousand copies are read by 1000 women and 1125 men. Moreover, in Redbook you pay 25% less to reach the whole family—women plus men—than you pay to reach half the family through other media.

Sell the family and you sell all. For the shadow of a man stands behind every woman who buys. Redbook Magazine, 230 Park Ave., New York City.

Aus der Inseratenserie des Red Book Magazin „Hinter jeder Frau, die kauft, steht der Schatten eines Mannes“.

kreis, Red Book, zum McCall Verlag gehörig, ein Blatt von durchaus anständigem Niveau, das unter anderen Prominenten Sinclair Lewis, Vicky Baum, Stuart Chase, Georg Vance zu seinen Mitarbeitern zählt — so beschloß also Red Book, einen großangelegten Feldzug gegen diese Irrlehre zu unternehmen. Nun braucht ja an sich eine Kampagne dieser Art keineswegs bemerkenswert oder gar erfreulich zu sein. Denn es wird nicht nur eine abstrakte Idee angegriffen, sondern auch die recht konkreten Interessenten, die hinter dieser Idee stehen. Und so ist es durchaus denkbar, daß derartige Aufklärungsmaßnahmen in eine verwirrende und verworrene Schlacht der Zahlen und Behauptungen ausarten: Hie 85 Proz. allewege — hie 69, oder mit Berücksichtigung des Differentialquotienten allerhöchstens 71,8 Proz. Man denke zum Beispiel an den skurrilen Zigarettenkrieg, der seit Jahren in Amerika wütet. Nichts dergleichen geschah jedoch. Denn Red Book machte sich, wiewohl mit dem Ausdruck leiser Zweifel, die Zahlen der Gegner zu eigen. Gut, erklärte es, 85 Proz. aller Besorgungen werden von Frauen gemacht. Heißt dies aber, daß Frauen in 85 Proz. aller Fälle entscheiden, was und wo gekauft werden soll? Durchaus nicht. Alle auch nur irgendwie wichtigen Einkäufe für den Haushalt werden vorher mit dem Ehemann oder seinem Aequivalent besprochen, erwogen, budgetiert. Selbst Gegenstände für den persönlichen Gebrauch der Frau werden mit Rücksicht und in Hinblick auf eines Mannes Geschmack gekauft: Kleider, Hüte Wäsche, Schmuck. Umtausche im Werte von über 250 Millionen Dollar jährlich werden mit den verhängnisvollen Worten „Meinem Mann gefiels nicht“ begründet — laut einer Statistik des Verbandes amerikanischer Warenhäuser. Kurz — die Frau wäre zwar im allgemeinen das Exekutivorgan, der Einkäufer der Familie, jedoch gebunden an die Beschlüsse der obersten Konsumenteninstanz: des Familienrats. Mit anderen Worten: — Der Schatten eines Mannes stünde hinter jeder Frau, die etwas kauft. Dieser „Schatten eines Mannes“ wurde zum Schlagwort der Kampagne. Wohin auch immer der