

IS THIS
SHADOW
BLOCKING
YOUR SALES
?



SEVENTY million cubic feet of kerosene is used annually by automobile owners to express the variety of goods which the consumer has already decided not to buy.

The woman is the person primarily responsible for a retailer's attitude. She tends to be weighty in the respective matter of two breakfast foods without prejudice or passion.

Yet her mind is already made up. And she will not change it. Thanks to the attack of modern photographers, we are permitted to know the man who the lady will not change her mind. Behind her, seated in the green, is the shadow of her husband. The woman has expressed himself freely about the road she agreed to try a new kind. That's the kind she went out to buy. That's the kind she will buy.

Whether women do 85% of the buying or not, one thing is certain—the world belongs to the family. The husband is the Treasurer. The wife is the Purchasing Agent. Back of the woman is the lady's shadow, the shadow of the husband, ready to help or hinder the sale of your goods in proportion as he thinks well of it.

In a man's shadow looking over your shoulder there is a real man. You can talk to him. You can talk to the wife. You can do it by advertising your product in a magazine which he reads.

Redbook is such a magazine. It is designed to entertain both sexes equally. Every statement every you read in 1000 women and 1000 men. And the best part of it is that in Redbook you pay 85% less to reach the whole family—women plus men—than you would pay to reach only half the family through other media.

Get the family and you get it all. Redbook Magazine, 230 Park Avenue, New York City.

THE SHADOW OF A MAN STANDS BEHIND EVERY WOMAN WHO BUYS

YES... I LOVE THE
UPHOLSTERY

but my husband wants more power

BUT my husband wants more power... that's the shadow behind me. I tell my husband and wife that. But the lady holds the power.

Let's take a good example. The wife may want to drink. For she does not want to be a drinker. But behind her is the shadow of her husband, getting into the house, trying to find the price of a drink. He wants to "drink it over," really at the moment to kill the taste of his cigarettes does not coincide with hers.

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quality as evinced by a list of contributions including such names as Sinclair Lewis, Vicky Baum, Stuart Chase, George Vance) resolved to undertake a big campaign against this false doctrine. A campaign of this kind need not necessarily be worthy of any particular notice, still less an agreeable matter. It is not only an abstract idea, that is the subject of attack, but the extremely concrete interests which are behind this idea. Thus it is perfectly conceivable that such methods of enlightenment may degenerate into a confused and confusing array of figures and facts:

85 percent versus 69 percent, or taking the differential quotients into consideration, let us say 71,8 percent at the most. . . . We only need remind the reader of the unsavoury cigarette war which has been raging in America for years.

Nothing of this kind happened, however. "The Red Book", merely hinting at certain doubts, accepted the opponent's figures. Very well—they said, let us assume that the women do 85 percent of the buying. Does this mean, however, that in 85 percent of all cases, the women decide what is to be bought and where? Not at all. All purchases of any importance for the household are discussed beforehand with the master of the house, considered, calculated. Even articles for a woman's own personal use are bought with due regard to masculine taste: dresses, hats, lingerie, jewellery. Goods to the value of 250 million dollars annually are brought back by women to be changed with the same excuse: "My husband doesn't like it!"—according to the statistics issued by the league of American department stores. In short, the woman, generally speaking, is the executive organ, the buyer of the family, but she is bound by the decrees of the upper court of consumers—the family council. In other words, the shadow of a man stands behind every woman purchaser. This "shadow of a man" was the catchword of this campaign. Wherever the wandering eye of a propaganda chef or a space buyer might fall, it encountered the shadow of a man standing,

Aus der Inseraten-
serie des Red Book
Magazin „Hinter je-
der Frau, die kauft
steht der Schatten
eines Mannes“.

