



ANTONY and CLEOPATRA

"WHATL do do now?" asked Cleopatra, adjusting her new case and looking over her shoulder.
 "Anything you like," said Antony.
 "Now what I want?" asked Cleopatra. "Some new barges."
 "Now what?" said Antony.
 "Now barges," said Cleopatra. "Barges with purple sails, darling, so you and I can go for long, beautiful cruises together upon the broad bosom of the Nile, or down away the days while feasting enthralled upon the blue waters of the Mediterranean."
 "Barges?" said Antony.
 "We'll go right downtown and buy as many barges as you want to buy," said Antony.
 In the last room of the Alexandria Barge and Cruise Company, Cleopatra looked on the A. B. C., it was Cleopatra who did most of the talking. "And I think we'll take that one, too," said Cleopatra, pointing to a nice 40-footer with a redwood mast and bulwark having sails. "You barges isn't too much for one day is it, Tony darling?"
 "You're the one to be consulted," said Antony. "Barge on!"
 "In that case let's take that little 23-footer, too," said Cleopatra. "The one with the double cabinetry and the widest cockpit. Sand and shag, and don't deliver it any later than Wednesday."

"I'll send you bills to the Credit Department of the Alexandria Barge and Cruise Company, five months later. The Credit Manager will require. When does Cleopatra get the bill?" he demanded. "Sunday, but it's longer for credit of a time like this. I don't care if she is a queen, I'll make her pay for it."
 "That's right," said the Merchandise Manager. "You show her." "What's her last full title this time?" demanded the Credit Manager. "It's this Antony," said the Merchandise Manager. "It seems Cleopatra bought them barges so her and Antony could go pleasure sailing. If you know what I mean. They Antony got in a bad gang one with Cassio and got divorced for a complete loss. He's dead."
 "He can't get away with that story," said the Credit Manager. "Call up Cleopatra. We'll see her."
 "No one calling Cleopatra," said the Merchandise Manager. "She took a head about Antony. She bumped herself off. She let an egg hit her. Oh, she — she —"
 "Oh," said the Credit Manager.
 I was probably here that in one Cleopatra Alexandria owner bought 85% of all the barges sold in 1933 and 85% of all other goods, too. The barges were certainly used in the winter of 1933. For that, in winter, many were bought even when the barges were in the hands of the bank. In fact, Cleopatra was buying in quantities, but with some care in that regard. Some barges were bought.



ADAM and EVE

"HELLO" said the serpent.
 "Hello," said Eve. "How's business?"
 "Good," said the serpent. "Lots of customers but no money. It don't help the apple business."
 "You're not so bad off," said Eve.
 "Not compared with some," said the serpent. "I certainly got in on the ground floor with my apple business. I saw this Department coming after the Fall Day."
 "Things'll get worse before they get better," said Eve.
 "Any orders today?" said the serpent.
 "I got one for you," said Eve.
 "What about Adam?" said the serpent.
 "Adam isn't with us any more," said Eve.
 "I know!" said the serpent.
 "He's all worked up," said Eve. "They was a fellow around here the Jordan Home Journal the other day, wanting to see the Angel Gabriel. He had a regular book load of maps and colored charts. He explained to Gabriel how they'd made a house-to-house survey of West Eden with a questionnaire on buying habits and it showed where voters bought 85% of all the goods they'd sold or used. That fellow was sold Gabriel all right. He said he'd have been with him an hour and a half."

"In what?" said the serpent.
 "In Gabriel's address he had been a watch meeting Adam at all," said Eve. "and he just demonstrated the model."
 "Well," said the serpent, "if women buy 85% of all the goods, how about you buying some apples?"
 "I said you I came you them," said Eve.
 "You said to buy plenty," said the serpent.
 "That was for Adam," said Eve. "He used to like them."
 "He was the champion apple eater of Genesis County," said the serpent.
 "So don't you see —"
 "Don't give me no sales talk," said Eve. "You'd just be wasting your breath."
 "I don't seem right," said the serpent. "I was beginning to get a nice business built up. Only two days ago I packed up truck specially for you."
 "Oh, go ahead on your belly," said Eve.
 The next day the serpent went into the hands of the Genesis County Trust Co.

As you will notice in the Garden of Eden, we it a trader with the apple that women buy. The world was, women was purchasing apples for their families. But in a family's confidence between husband and wife that divides the labor, that and much of goods to be purchased. Behind many buying with much the shadow of a husband. That is why the ideal advertisement is the one that is read by both women and men.



kaufen, ihren Mann überzeugen muß. Also, so schließen die Broschüren triumphierend, die logische Werbe-stelle für Konsumartikel ist Red Book, das Familienmagazin — von Männern und Frauen gleich gern, gleich intensiv und vor allem gleich häufig gelesen. Und der Erfolg dieser Kampagne? Es ist schwer, sich im Augenblick darüber ein endgültiges Urteil zu bilden. Die Red-Book-Leute können noch nicht mit konkreten Ziffern aufwarten — der Erfolg kann sich ja logischerweise erst im nächsten Halbjahr, für das jetzt die Etats aufgestellt werden, manifestieren. Doch sind sie fest davon überzeugt, daß der Erfolg nicht ausbleiben

Prospekt des Red Book Magazins „Das Geschlechts-leben der Spinne“.

wird. Sie dürften recht behalten. Denn dieser Werbefeldzug hat wirklich von sich reden gemacht (so etwas gibt es tatsächlich!) und Leute an Red Book interessiert, die von Durchschnittspropaganda überhaupt nicht erreicht werden. Und in manchem Reklamebureau wird man „das nächste Mal“ dieses Magazin ernsthafter in Erwägung ziehen, als man es bisher zu tun gewohnt war.