



readings of historical events, or new versions of well-known Bible stories or old fables—Odysseus and Calypso, Samson and Delilah, Napoleon and Josephine—and the moral shows that the lack or presence of a man had a decisive influence upon a woman's actions, and will always exercise such an influence. The logical conclusion follows that in order to sell anything to a woman, one must first convince her husband that she ought to have it—therefore, concludes the booklet triumphantly, the proper place to advertise is in "The Red Book", the family magazine, read with equal delight, equal attentiveness and above all in equal numbers, by both men and women.

And the result of the campaign? At the moment it is difficult to form a conclusive judgment as to its success. The "Red Book" is not yet in a position to offer concrete figures — the results can logically be visible only in the course of the next six months, for which the budgets are now being made up. But "Red Book's" managers are firmly convinced that success is certain. They are probably right. This advertising campaign has really made a sensation (such things do happen!) and people have been interested in "The Red Book" who are never stirred in the least by average propaganda. In many an advertising office which never thought of including "Red Book" among the "possibles", this magazine will come in "next time" for serious consideration.

Translated by E. T. Scheffauer

