



**"I THINK I'LL TAKE THE OTHER KIND
...MY HUSBAND LIKES THEM BETTER"**

MRS. BELTHAZAR BUMP is mightily tempted to buy another package of "Ittsy Bitsies," the latest innovation of the Krispy Kracker Kompany. Mr. Bump, however, considers Ittsy Bitsies to be so much dog or even horse biscuit.

Reason triumphs over passion. Mrs. Bump buys a kind they both will like.

The shadow again. The shadow of a man standing behind the buying wife, influencing the choices she makes in everything from biscuits to refrigerators.

It doesn't matter what type of product you make. The shadows of men enter places of business which men themselves rarely penetrate,

and make their wants and preferences known. Whatever your product, if you want Mrs. Bump and other wives to choose it over your competitor's, your task will be easier if Mr. Bump and the other husbands think well of your product. If it pays to have wives see your advertising, it would pay to have husbands see it.

Would you be interested in a way of reaching Mr. and Mrs. Bump at no more expense than it takes to reach Mrs. Bump alone—indeed, for 30% less?

There is such a way. Advertise in a magazine that both members of the family read. Redbook is its name. Its natural habitat is the living-room table. Every thousand copies are read by 1480 women and 1420 men. Even if it didn't help your sales to have men see your ad-

vertising, it would cost less to reach *women alone* in Redbook!

There is no sophistry either in these figures or in this philosophy. Both have a lot to offer the advertiser in days like these.

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

THE SHADOW OF A MAN STANDS BEHIND EVERY WOMAN WHO BUYS