

**WHAT MAKES WOMEN BUY:
A GUIDE TO UNDERSTANDING
AND INFLUENCING THE NEW
WOMAN OF TODAY**

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649732876

What Makes Women Buy: A Guide to Understanding and Influencing the New Woman of Today by Janet L. Wolff

Except for use in any review, the reproduction or utilisation of this work in whole or in part in any form by any electronic, mechanical or other means, now known or hereafter invented, including xerography, photocopying and recording, or in any information storage or retrieval system, is forbidden without the permission of the publisher, Trieste Publishing Pty Ltd, PO Box 1576 Collingwood, Victoria 3066 Australia.

All rights reserved.

Edited by Trieste Publishing Pty Ltd.
Cover @ 2017

This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, re-sold, hired out, or otherwise circulated without the publisher's prior consent in any form or binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser.

www.triestepublishing.com

JANET L. WOLFF

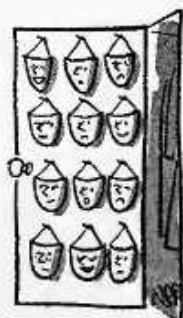
**WHAT MAKES WOMEN BUY:
A GUIDE TO UNDERSTANDING
AND INFLUENCING THE NEW
WOMAN OF TODAY**

WHAT MAKES WOMEN BUY

Janet L. Wolff

WHAT MAKES

A GUIDE TO UNDERSTANDING AND INFLUENCING THE NEW WOMAN OF TODAY





WOMEN BUY

McGRAW-HILL BOOK COMPANY, INC.
NEW YORK TORONTO LONDON 1958

WHAT MAKES WOMEN BUY. Copyright © 1958 by the McGraw-Hill Book Company, Inc. Printed in the United States of America. All rights reserved. This book, or parts thereof, may not be reproduced in any form without permission of the publishers.

Library of Congress Catalog Card Number: 57-12596

ACKNOWLEDGMENTS

Grateful acknowledgment is made to the authors and publishers of sources given below for permission to use portions of their material in preparing this book.

Clifford R. Adams, "Making Marriage Work," reprinted by special permission of the *Ladies' Home Journal*, copyright 1955, 1956, by the Curtis Publishing Company.

Wroe Alderson, "Advertisers Urged to Follow Path of Rational Problem Solving Rather Than of Instinctive Drives," *Advertising Age*, March 4, 1957.

Ruth Benedict, *Patterns of Culture*, Houghton Mifflin Company, Boston, 1934.

Frances Benton, *Etiquette*, Random House, Inc., New York, 1956.

Faber Birren, *Selling Color to People*, University Books, Inc., New York, 1956.

Esther Eberstadt Brooke, "Women in Business and Management," *The Spiritual Woman*, edited by Marion Turner Sheehan, Harper & Brothers Publishers, New York, 1955.

Hilde Bruch, *Don't Be Afraid of Your Child*, copyright 1952 by Hilde Bruch, published by Farrar, Straus & Cudahy, Inc., New York, 1952.

Gilbert Burck, "What Makes Women Buy?" *Fortune*, August, 1956.

Thomas H. Collins, "Television's Impact on Society," *The American Psychologist*, copyright 1955 by the American Psychological Association, Inc., October, 1955.

John Crosby, "The Changing World of Soap Opera," *New York Herald Tribune*, May 28, 1956.

Lester and Irene David, "Do Women Make Good Bosses?" reprinted from *This Week Magazine*, copyright 1956 by the United Newspapers Magazine Corporation, March 4, 1956.

Editors of *Fortune*, *The Changing American Market*, copyright 1955 by Time, Inc., Hanover House, Garden City, New York.

"Family Fortunes," *The Wall Street Journal*, April, 1955.

Eleanor Clark French, "Key Political Force—The Ladies," *The New York Times Magazine*, March 11, 1956.

Robert J. Havighurst and Ruth Albrecht, *Older People*, Longmans, Green and Co., New York, 1953.

The Influence of Women on Buying, The Marketing Division, Hearst Magazines.

Bj Kidd, *Just Like a Woman!*, copyright, 1945, Elizabeth Kidd, Appleton-Century-Crofts, Inc., New York, 1945.

Rudyard Kipling, "The Ladies," *The Seven Seas*, reprinted by permission of Mrs. George Bambridge and Doubleday & Company, Inc.

Russell Lynes, "Husbands: The New Servant Class," *Look Magazine*, December 14, 1954.

Catherine Marshall, "An Introduction by Mrs. Peter Marshall," *Life*, December 24, 1956.

Margaret Mead, *Male and Female*, copyright 1949 by Margaret Mead, by permission of William Morrow and Company, Inc.

ACKNOWLEDGMENTS

v

- Allan Nevins and Henry Steele Commager, *The Pocket History of the United States*, Pocket Books, Inc., New York, 1951.
- Clementine Paddleford, "My, How You've Changed," reprinted from *This Week Magazine*, copyright 1957 by the United Newspaper Corporation, January 27, 1957.
- David Riesman, *Individualism Reconsidered and Other Essays*, McGraw-Hill Book Company, Inc., New York, 1954.
- Agnes Rogers, *Women Are Here to Stay*, Harper & Brothers Publishers, New York, 1949.
- Jurgen Ruesch and Weldon Kees, *Nonverbal Communication*, University of California Press, Berkeley, California, 1956.
- Monique Seres, "Bonjour, America!" *The New York Times Magazine*, May 13, 1956.
- Mills Shepard, "What Makes People Read Advertisements?" *Selected Talks from 43rd A.N.A. Spring Meeting*, Association of National Advertisers, Inc., New York, 1952.
- Social Research, Inc., "Women and Advertising," *Good Housekeeping*, Hearst Corporation, 1954.
- Benjamin Spock, "The Differences Between the Sexes," reprinted by special permission of the *Ladies' Home Journal*, copyright 1956 by The Curtis Publishing Company, September, 1956.
- Adlai Stevenson, "A Purpose for Modern Woman," *Woman's Home Companion*, September 1955 issue, copyright 1955, The Crowell-Collier Publishing Co.
- Abraham Stone, as told to Joan Younger, "What Wives Don't Know About Sex," reprinted by special permission of the *Ladies' Home Journal*, copyright 1956 by The Curtis Publishing Company, May, 1956.
- Lewis M. Terman and Leona E. Tyler, "Psychological Sex Differences," in Leonard Carmichael (ed.), *Manual of Child Psychology*, 2nd ed. John Wiley & Sons, Inc., New York, 1954.
- Arnold J. Toynbee, "What a Woman Can Do," *Woman's Home Companion*, June 1956 issue, copyright 1956, The Crowell-Collier Publishing Co.
- "Why She Looks Good to Me," *McCall's Magazine*, February, 1956.
- William H. Whyte, Jr., *The Organization Man*, Simon and Schuster, Inc., New York, 1956.
- James D. Woolf, "Should Advertising Never Appeal to Reason?" *Advertising Age*, August 6, 1956.

TO

RUTH F. WALDO

WHOSE DEEP UNDERSTANDING
OF WHAT MAKES WOMEN BUY
HAS BEEN THE INSPIRATION
FOR THIS BOOK