

# Real-Estate Men and Contractors Say The Woman of the Family Buys the Home

## She learns what she wants through THE LADIES' HOME JOURNAL

"It is the woman who examines the construction material and the layout of rooms," says W. E. Shannon, president of Middaugh & Shannon, Inc., of Washington, D. C., a concern that in twenty-three years has built and sold 2300 houses ranging in price from \$7650 to \$30,000. "Her acceptance of the materials determines the sale. I have had women say: 'Oh, yes, that is — plumbing; I recognize that — stove.'"

For this reason Mr. Shannon puts into his homes those materials that are consistently advertised in THE LADIES' HOME JOURNAL and THE SATURDAY EVENING POST.

"When a salesman comes to sell me building material," he further declares, "the first question I ask him is if it is being

advertised nationally in magazines like The Journal and The Post. I am not interested in putting into our houses anything that the consumer does not recognize."

Through its architectural service THE LADIES' HOME JOURNAL annually assists in the building of thousands of small houses, planned for it according to the carefully studied ideas of modern housewives.

*Many manufacturers are taking advantage of its advertising pages to show to these home-building, home-buying readers the materials, the fixtures, the new housekeeping appliances that they should specify in their dwellings.*

Have you been overlooking this great market for your product?

*Manufacturers of house-building materials and housekeeping appliances will be interested in Mr. Shannon's purchasing ideas, and also in the plans and specifications of "The Home I'd Like to Have," as submitted to THE LADIES' HOME JOURNAL recently by 6000 readers in all parts of the country. We shall be glad to discuss these matters further with you*

## THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

*The Ladies' Home Journal*

*The Saturday Evening Post*

*The Country Gentleman*