

"To Protect Distribution"

The Pioneer Suspender Company Chose THE SATURDAY EVENING POST Primarily as Business Insurance

In a recent sales bulletin, Leo H. Heimerdinger, President of the Pioneer Suspender Company, of Philadelphia, wrote:

"At the close of 1920 we had the greatest distribution in our history. Our first problem in 1921 was to protect it against the coming depression.

"Because we believed it offered us the most economical business insurance we could buy, we undertook a consistent campaign in THE SATURDAY EVENING POST.

"Because the influence of its circulation ran parallel with our thousands of retail customers in cities of every size, we felt that it offered the most complete coverage of actual consumer buying power that we could get.

"We not only protected our distribution; we added over two thousand new accounts

and traced a decided impetus in sales as each succeeding advertisement appeared.

"We met the depression of 1921 with an aggressive advertising campaign in The Post and the net result is the biggest volume of merchandise sales in the forty-four years of our Company's history.

"When you call on the retail merchant, remember that you are offering him not only the highest quality merchandise, but you are giving him a real sales help that increases in strength as each Pioneer-Brighton advertisement appears in The Post. If he links his store with THE SATURDAY EVENING POST'S advertising influence, both he and you will profit."

*We should like to discuss with you advertising
and its application to your business*

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

The Saturday Evening Post

The Ladies' Home Journal

The Country Gentleman