

# There is Profit in Pioneering In THE LADIES' HOME JOURNAL

THE LADIES' HOME JOURNAL has been the major advertising force in the rapid growth of the business of Biberman Brothers, manufacturers of L'Aiglon gingham dresses.

*Mr. Joseph Biberman, President, says:*

"A few years ago the gingham dress was a house dress and nothing more—sold without labels, bought without standards, made with little regard for style, and totally unadvertised.

"Biberman Brothers pioneered in creating gingham dresses smart enough for afternoon and street wear.

"We pioneered again in our industry by adopting a policy of consistent advertising in THE LADIES' HOME JOURNAL.

"Today we sell a better dress with a guarantee for less money than we formerly sold a similar dress without a guarantee.

"This has been made possible by the tremendous increase in the volume of our business. In the old days we feared dress competition, now we welcome brand competition, for a brand means a standard.

*"Our leadership has been due to continually improving our product, and to our advertising in THE LADIES' HOME JOURNAL, which has given us the impetus to improve and has educated the public to the worth of our dresses."*

One of the series of color-page advertisements of L'Aiglon dresses appears in the May issue of THE LADIES' HOME JOURNAL.

*We shall be glad to discuss advertising and sales development with other Philadelphia manufacturers who have the pioneer spirit*

## THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

*The Ladies' Home Journal*

*The Saturday Evening Post*

*The Country Gentleman*