



Uncle Sam: "Made in America? Well, you bet."

Billy Penn: "Yes, and Notaseme is made in Philadelphia, too."



AS YOUR fingers pull Notaseme, the perfect-process hosiery, over your foot, you'll experience the same feeling of satisfaction.

You'll appreciate the soft, silky finish; the complete comfort; the snug ankle, and the four-ply cable twist heel and toe.

After long wear and frequent washings, you'll be surprised at the *unusual durability* and the *permanent good looks*.

After your first pair you'll keep on buying Notaseme.

Notaseme is *made right* and *sold right* (direct to the retailer). That's the reason for Notaseme quality and popularity.

Philadelphia stores have the added advantage of being close to the Notaseme Mills.

Your size—in any color—is always in stock.

Pure Silk - - 50c

Silk-Lisle - - 25c

For Men, Women and Children

THE NOTASEME HOSIERY COMPANY, PHILADELPHIA

Philadelphia is famous as the workshop of the world—and Notaseme is a remarkable quality product of that workshop.

We believe Notaseme Hosiery to be the most remarkable value, at the price, in America. Specialization for years on the one product, and the maintenance of a high standard of quality, have made possible Notaseme's nation-wide popularity.

# NOTASEME PERFECT PROCESS HOSIERY