

A Wonderful Sales Record Which Advertising Helped to Make Despite Bad Business Conditions

The following recent statement by John Wyckoff Mettler, President of the Interwoven Stocking Company (largest makers of men's socks in the world), is one of the most remarkable stories of the period of readjustment. It is an emphatic indication of possibilities when goods of genuine merit are backed by broad, businesslike selling and merchandising methods and a sound advertising policy. Mr. Mettler says:

"During the first six months of the year more Interwoven socks have been sold and shipped to merchants than during the first half of any previous year in the history of this business.

"During the first six months of this year the demand for these socks has rapidly increased month by month, and during June incoming immediate-delivery orders were heaviest of all.

"There would be nothing unusual about this record were it not for the fact that this year during the same period the average hosiery mill operations were far below normal.

"All Interwoven mills have been running full blast continuously throughout this half-year period and have produced the largest output they have ever turned out, and yet during the same period we have sold and shipped every dozen we have been able to produce and have not been able to supply the demand."

In a later statement (October 3) Mr. Mettler says:

"The record made by Interwoven during the first half of 1921 holds true to a still greater extent for the third quarter, which shows an even larger increase over any previous year."

One of the Interwoven methods of overcoming unfavorable business conditions is the use of increased advertising, and the principal feature of its advertising policy during the past year has been the continuous use of color pages in *THE SATURDAY EVENING POST*.

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