

A Long Record in Advertising Makes a High Record in Sales

The Notaseme Hosiery Company of Philadelphia began to advertise in *The Saturday Evening Post* in 1911

Lester Wolf, vice-president of the Notaseme Company, says:

"1920 and 1921 were the two largest years in the history of our company—not merely in thousands of dozens of goods shipped, but in actual volume of business in dollars.

"In the last six months of 1921, when most manufacturers were running but part time, the Notaseme Mills ran night and day.

"When we look back it is astonishing to realize that about 100 advertisements in *The Post* should have given so strong a stimulus to our sales growth.

"The *Saturday Evening Post* has given the public the appreciation of our hosiery that it deserves, and which the dealer realizes will give him volume. Our salesmen and our dealers know, as we do, that the consumer looks at *The Post* each week as the great national show-window."

We should be glad to discuss the application of the power of advertising to your sales

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

The Saturday Evening Post

The Ladies' Home Journal

The Country Gentleman