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Better Hosiery

*The Story of
Holeproof*

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Holeproof Hosiery Co.
Milwaukee, Wis.

BETTER HOSIERY

THE STORY OF HOLEPROOF



"Considering our present advanced state
of culture, and how the Torch of Science
has been brandished and borne about . . .
it might strike the reflective mind with
some surprise that little or nothing . . .
philosophy or history . . . has been
written on the subject of Clothes."

Sartor Resartus — CARLYLE

TO the Honor and Memory of
WILLIAM LEE

of England, who in 1589 originated
mechanical knitting; and of

CARL FRESCHL

of the United States, who in the
20th Century developed the art of
making beautiful hosiery durable.

JOHN



BETTER HOSIERY

THE STORY OF HOLEPROOF



CARL FRESCHL,
Founder of the Holeproof Hosiery Co.

IN all the sixty centuries of his recorded history, Man has worn knitted hosiery for the past four hundred years only.

Before knitting was invented, people wore shaped cloth stockings or leather buskins, resembling sacks. The puttees now worn by soldiers are traced back to a form of covering worn by the ancient Hindus.

The art of hand knitting is not mentioned in historical records prior to the beginning of the Fifteenth Century, but it is thought that hand knitting was first practised in Scotland and later in England and the Continent. The Craft of Hosiers was included in an act of Parliament dated 1663.

History tells us that Henry VIII wore Spanish silk knitted stockings on rare occasions and they are mentioned in connection with the wardrobe of Edward VI. Queen Elizabeth heard of silk stockings woven by Lee's frame and having received a pair, vowed that she would never again wear cloth hose but would always thereafter wear knitted silk stockings. It is told that the first known pair of knitted silk hose was sent to a Queen of Spain by an Eastern trader, but was returned to him by the Queen's minister with the indignant rebuke, "The Queen of Spain has no legs."

Hand knitted stockings had been worn for four centuries, but knitted hose did not become a garment in universal use until the beginning of the Nineteenth Century when the development of knitting machinery brought their cost within the range of popular wear.

But during the past half-century more has been done to perfect this important article of apparel than in the three-and-a-half centuries preceding it.

In 1872 young Carl Freschl came from the Old World to seek his fortune in America. He became an importing merchant, and soon won sufficient success to send for his parents, brothers and sisters. The family located in Kalamazoo, Michigan, to open and operate a thriving little store.

One day an inventor sold his father, Phillip Freschl, a loom upon which, he promised, hosiery for the whole family could be made. The machine, however, failed to make good. Finally it was stuck away in a dark corner.

This was the start of the present Holeproof Hosiery Company. For young Carl Freschl would not give up. In leisure hours he studied and tinkered with the loom, and at last succeeded in producing a stocking. Soon he was able to knit all that his family could use.

It was crude, ungainly stuff, true, but he determined to devote his whole energy to making neater, better-fitting hosiery.

More machines were purchased, the store neglected, and the whole family went at the work of making hosiery of steadily improving quality. A market for the output developed until demand exceeded supply.

Carl Freschl gave every moment of his time to bettering his hosiery still further. It must be the finest in the world, he determined. He moved his little factory to Milwaukee, where advance after advance was made by the rapidly growing organization. First the famous Holeproof guarantee—"six months without holes, or a new pair free". Then the adoption of lisle, to replace wool, that hosiery might be lighter, finer, better-looking, with a gain of durability. This idea brought about a revolution in the hosiery industry.

Later, this leadership was maintained in perfecting silk hosiery—lighter, more beautiful than any made before, but still possessing the notable Holeproof durability—which inaugurated the tremendous modern popularity of silk.

Carl Freschl has passed on. The vast business he founded and built has gone into the hands of his sons and associates. The story of amazing present-day manufacturing methods and improvements—developed during Holeproof's 52 years—is told in the following pages.



EDWARD FRESCHL
President

WHAT HOSIERY IS MADE OF



Raw Material: Sources and Processes



Everything man makes must come originally from the Earth. For hosiery-making he uses silk, wool, cotton, and a "silk" that is made of *wood* or cotton waste. In making Holeproof Hosiery it is an inexorable law that every pair of socks or stockings, no matter how sheer and beautiful, must have strength to give the absolute limit of service.

This strength must be in the yarn. And the yarn can only be strong if the raw material from which it comes is the best obtainable.

So the whole plot of *The Story of Holeproof* begins in this chapter on Raw Material.



COTTON AND WOOL

These are the staple fibres from which most clothing is woven.

Although one is an animal, and the other a vegetable fiber, both undergo practically the same treatment preliminary to spinning into yarn and thread. The natural impurities must be removed and the fibre must be carded and combed — the fine single strands straightened out.

It is easily apparent that the stronger and longer each of these individual fibres, the stronger will be the thread or yarn.

From Egypt, the South Sea Islands, and our own country, the finest cottons of the world are bought for the manufacture of Holeproof Hosiery; long, even-fibred cotton, from which the strongest, finest, smoothest yarns may be spun.

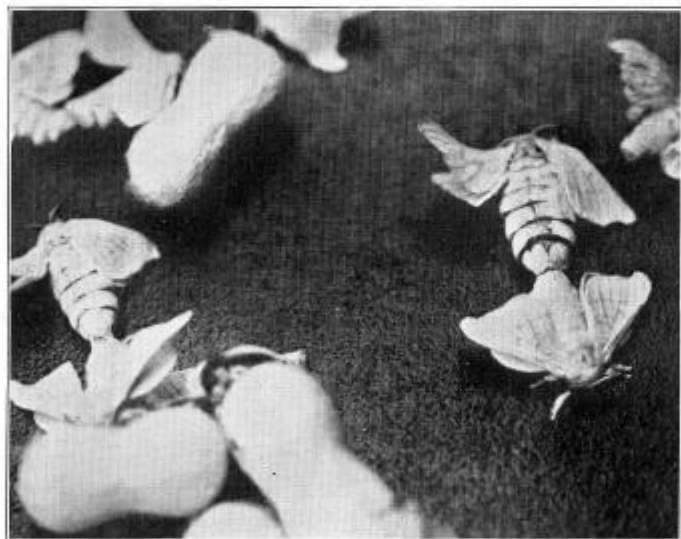
All Holeproof wools are likewise selected for strength, length and smoothness of fibre. From Australia, from our own West, and from the Argentine it comes — the best our experts can find and buy.

SILK

Nearly 50 centuries ago the Chinese discovered that the ugly cocoon of a little white worm could be utilized in weaving the most lovely fabric the world has ever found. The story of Chinese determination to keep that secret, and the desperate attempts of the rest of the world to know about silk, runs like a scarlet thread through the somber tapestry of History.

Here it must suffice to say that today Japan produces incomparably the finest silk of the modern world, by scientific cultivation.

A little white moth lays pin-head eggs which hatch into whitish worms. And then the worms are carefully fed upon mulberry leaves — the only food which produces silk of fine quality.



COCOONS — MALE AND FEMALE BUTTERFLY

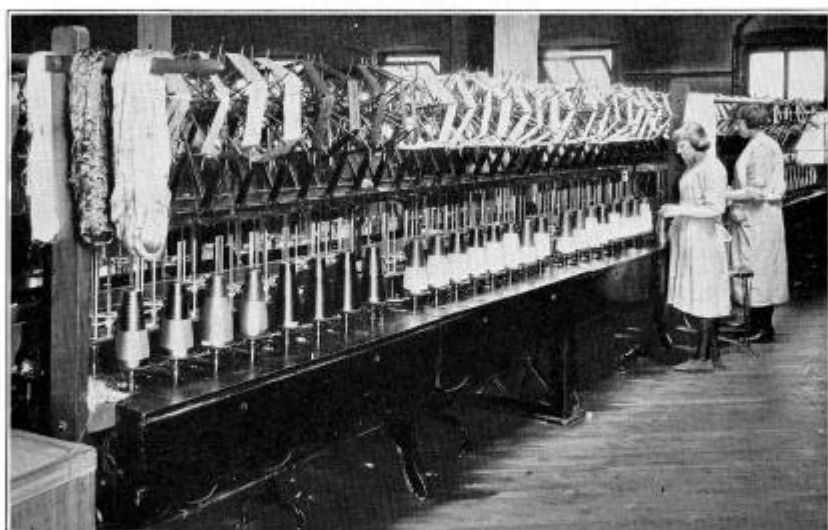
After four or five weeks, the worms stop eating and start spinning.

A thick, gray liquid given off by two glands of the worm's head hardens on reaching the air — forming two strands which combine. This, for four days, the worm winds about its body, making the cocoon.

Inside this the worm turns into a moth — and if left alone would cut its way out. But such cutting would destroy the cocoon. So the worm is killed by steaming.

The cocoons are then placed in warm water — which loosens a glue-like substance of the silk. Six or seven of the filaments are twisted together into one strand — which Japanese women wind onto a skein. The length of the silk from one cocoon runs from 400 to 1,300 yards!

Then the silk, by a process called "throwing" (from an old Anglo Saxon verb "thrawan" which meant "to twist") is turned into commercial "yarn" or thread.



WINDING SILK YARN

Usually 11 or 12 single strands are twisted together from the skein to form a single thread of commercial "yarn." For the very sheerest Holeproof as few as two strands make the "yarn" — but for certain grades of hosiery 16 are twisted together.

This silk "yarn" is amazingly strong. The single strand is stronger actually than a steel wire of equal size! Knowing this, one can see how sheer, filmy silk hosiery, may have great durability — if it be made of fine-quality silk.

And in Holeproof none but the finest silk is used — the costliest in the world. There are other kinds and grades of silk; some made from uncultivated cocoons; and some made from cut cocoons, or waste. All of it lacks the strength and fineness which Holeproof quality demands.



JAPANESE GIRLS FOLDING AND TWISTING SILK SKEINS

ARTIFICIAL SILK

In 1884, Hilaire de Chardonnet, a French nobleman, produced the first man-made textile, artificial silk.

Cellulose, when extracted from wood or other plant pulp, chemically treated, approximates the silk "liquid" from which the silkworm spins its cocoon. This compound is forced through tiny holes or openings, and on reaching the air, hardens. Thus we have strands somewhat similar to natural silk — which are similarly treated in spinning "yarn" for manufacturing purposes.

The "silk" so produced is more brilliant than real silk — but lacks the softness and strength. When used with cotton, wool, or real silk, however, it gives a less expensive hosiery, of good wearing quality and real beauty. Only thus is it used in Holeproof manufacture.

Next we shall see how these raw materials are turned into hosiery of unequalled beauty and durability.



THE CONCEPTION OF MECHANICAL KNITTING BY WILLIAM LEE
From a Rare Old Steel Engraving

The invention of the knitting machine is surrounded with romance. In 1589, William Lee, a divinity student of St. John's College, Cambridge, was expelled for marrying contrary to the statutes. His wife contributed to their support by knitting stockings for sale, and Lee conceived the idea of making a machine that would imitate the motions of her hands. After many months of effort a crude machine, using a spring beard needle was developed. This machine was the origin of all knitting and lace machines now used. Lee's original spring beard needle remains identical with the spring beard needle of today.

MAKING HOLEPROOF

The silk as purchased by Holeproof in Japan is in the form of skeins of fibre reeled from the cocoons, packed into small bundles called "books."

It is now in what is known as the "raw" state. For it has not been wound into yarn, nor rid of the gummy substance spun into it by the worm, known technically as "sericin." This gum amounts to 17% to 20% of the weight of the yarn, and is left combined with the fibre or "fibroin" until after knitting.

And something is done to it which was originally a Holeproof idea. That knitters and inspectors may be better able to watch the fabric for imperfections, this "raw" yarn is lightly tinted with a bright color — usually orange. Later this tint is boiled out, along with the "sericin" — before the fine, fast dyes are applied.

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Of late years, the silk "throwers" who prepare the yarn wind it upon "spools" before delivering to the Holeproof plant. However, it is still necessary — occasionally — for us to take the skeins of "thrown" yarn and re-wind them on cones. Whether wound by "throwers" or in our own factory, the even smoothness of all this "yarn" is watched by delicate instruments which automatically stop the machines if rough places, thick or thin places are found.

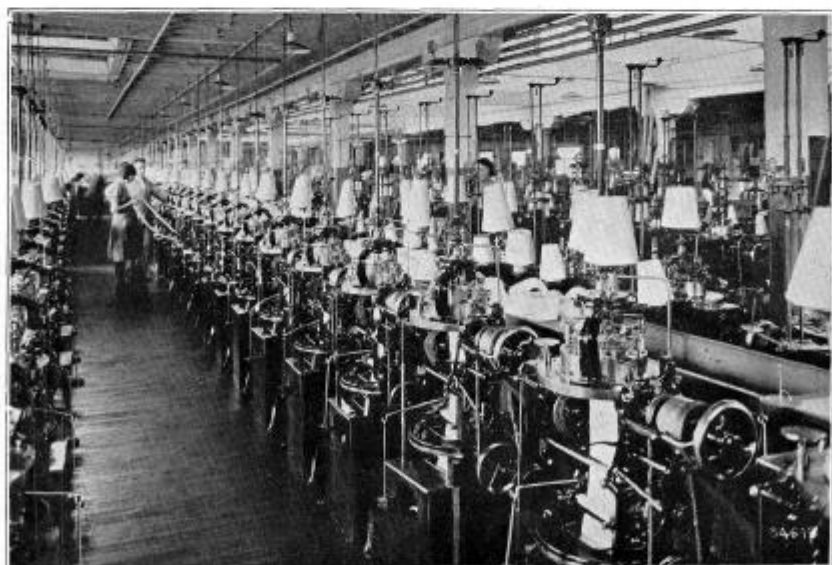
A specially equipped laboratory is maintained for testing all yarns — and examining them under the microscope — for elasticity, tenacity, twist and moisture content.

And so we come to the 20 or more intricate processes by which Holeproof Hosiery is knit.

There are three distinct types of stockings manufactured in the hosiery industry, "full fashioned," "seamless," or "circular," and "glove silk" or "fabric." These types are manufactured either as men's, women's, or children's hosiery.

The Holeproof Hosiery Company is the only manufacturer in the world producing all these different types of hosiery.

Full fashioned hosiery is knit as a flat piece of fabric, afterwards seamed up the back. Seamless or circular is knit as a tube and is seamed or looped across the toe. There are two types of seamless hosiery, one called ribbed top or transferred, and the other called hemmed top. In the case of ribbed top or transferred, two separate tubes of fabric are joined in the process of



A BATTERY OF AUTOMATIC RIB-TOP KNITTING MACHINES

making a stocking. In the case of hemmed top, a uniform fabric is used throughout the length of the stocking.

SEAMLESS OR CIRCULAR KNIT

The first operation on "seamless" hosiery is the knitting of tops — either ribbed, for greater elasticity (to fit either the very stout, or the very thin, oddly enough) or hemmed.

Ribbed tops are knit upon separate machines — in a continuous tube, the individual tops of which are marked apart by a "welt" and a series of loose stitches. In this one Holeproof department more than 130 distinct types of stocking tops are produced — silk, wool, cotton, "Extra Stretch," tops varying from 2½ inches to 7 inches in diameter, ribbed and striped; 26,000 yards of tops every day!

These tops are cut apart by skilled operators, and are then cleverly transferred onto the needles of the knitting machines which proceed to knit them into a single piece with the stocking leg and foot.

When hemmed-top stockings are made the knitting machine does it all — automatically supplying the cotton or silk or reinforced thread for the top, automatically switching to fine silk for the leg.

Needles on these machines click in and out as if possessed of human intelligence with uncanny speed and precision — producing stitches much like the familiar crochet stitch.



A SECTION OF CIRCULAR HOSIERY MACHINES

As the ankle is reached, these stitches automatically become smaller — gradually, so that the eye cannot detect a change in each succeeding "course" or round, thus reducing the diameter of the stocking in the ankle.

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Then, intricate devices cut off the supply of silk and feed in cotton, or else feed in reinforcing yarns to reinforce the silk for the heels; shape the foot, change yarn for the reinforced sole; knit and shape the reinforced toe; and finally stop the machine.

Then follow painstaking processes in which deft-fingered girls cut away superfluous thread-ends — particularly about the foot and double-sole — and transfer the stocking to what is known as a "looping" machine on which the open toe is closed by looping (not sewing) a smooth, flat, almost-invisible seam.

Fashion today demands a seam up the back of one's stocking, so another process is necessary — and a neat, slendering effect is achieved by running a seam up the length of the leg.

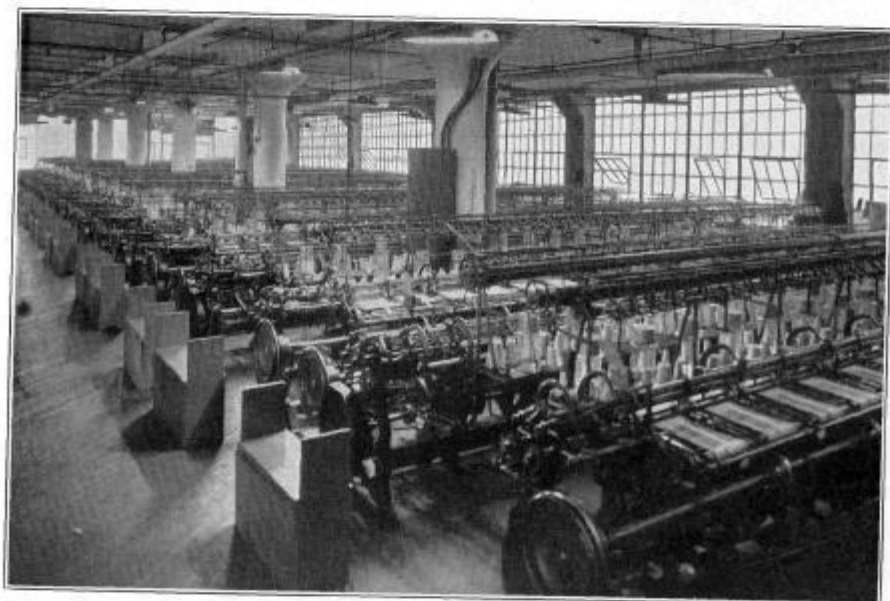


WHERE THE HOSIERY GOES THROUGH THE PROCESS OF LOOPING

FULL FASHIONED

The machine which knits "full fashioned" hosiery is really 18 or 20 machines in one — for this number of separate stockings is knit at once.

Comb-like rows of thin steel needles flash in and out, gradually tapering off from the width of top and upper leg, automatically. This is done by special narrowing needles which swoop down into the fabric and take out stitches.



PART OF ONE OF THE FULL FASHION KNITTING FLOORS

Still other needles click down and produce the pretty open-work clocking that has much popularity today.

Then comes a sudden shift in the machinery, and special mercerized yarn — of the finest quality — is fed in smoothly to reinforce the silk for heels.

After this it goes to the "footing" machine which picks up the knitting as if there had been no change and works smoothly into the carefully fashioned shapeliness of foot, instep, and toe. Sturdy but fine reinforcing yarn is fed in for the extra-strong soles, heels, and toes. The "looping" machine next makes its close, flat seam to close the toe.

And, after the fabric has been brought together by an exquisitely worked seam, up the back of the leg; after careful trimming, and inspection, our "full fashioned" hosiery joins the "seamless" for the remaining operations.



SEAMING MACHINES

At this point every piece of Holeproof Hosiery undergoes a rigid inspection. Boards held horizontally, on swivels, with specially shaped ends — to fill up toe and heel — receive the just-finished work, and keen-eyed girls go minutely over the fabric, looking for the slightest flaws. Every imperfect stocking is rejected. In this they are aided by the color with which the "thrown" silk yarn was tinted — and by the scientific lighting of every room in the vast Holeproof factories.

In the various knitting operations — including topping, and looping — the machines have delicate steel parts which are astonishingly sensitive to temperature and atmospheric changes. The rooms must be kept at unvarying degrees of heat and humidity, otherwise, contractions and expansions of machine parts and variations in the condition of yarns would cause thousands of dollars worth of damage.

So it can be seen that only operators of the highest skill and efficiency may be entrusted with this work. And there is a fact which all manufacturers understand: the more ingenious, the more nearly "human" a machine, the more highly skilled must be its operator. Holeproof employees are highly trained men and women, whose every comfort is seen to, who receive generous wages — and who are happy in their work.

Next the hosiery is bundled into great bags of coarse mesh, and taken to the dye-house for a de-gumming bath in mild, carefully prepared olive oil soap-suds. When this bath is finished all the gummy "sericin" is gone — and with it the orange or pink tint.

Then comes seemingly endless rinsings. After which comes the dyeing.

This apparently simple matter of dyeing is, in reality, one of the most intricate, most difficult processes in the whole story of Holeproof. Upon it depends much of the style and beauty for which Holeproof is famous — a great deal of the durability which has made the name, "Holeproof" a household word throughout the world.

There are two main reasons for the importance of dyeing: one is that colors must be absolutely "fast" to sun or water — must not "croak" and fade — in addition to being beautiful in brilliance and tint; and the other is that dyes must not even slightly weaken the fabric.



A VIEW OF ONE OF THE DYEING DEPARTMENTS

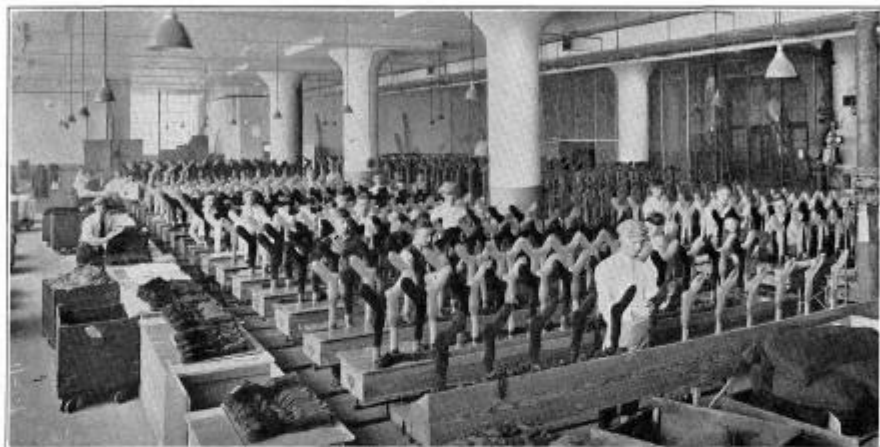
So only the purest, most expensive dyes are good enough for Holeproof. And skilled chemists must mix and test and re-mix and re-test until exactly the right shades and tints are produced.

Sometimes where inferior silk has been used, manufacturers give it extra weight and apparent body by "loading" it with chemicals such as salts of tin; iron or lead. Of course, this only further weakens the flimsy fabric. Needless to say no "adulteration" of this or any other form is ever permitted in any Holeproof Hosiery.

After the dyeing, we begin to see the final smartness and beauty of the finished hosiery. But this is not really brought out until each stocking has been boarded.

The hosiery is drawn carefully over smooth, shiny metal forms — the shape of the human leg — into which live steam is introduced until an exact

temperature is reached. Thus each stocking is smoothed perfectly and dried — but is *not* forcibly stretched. The snug, smooth fit — that lasts as long as the stocking — was knit into each one, hence no stretching is necessary.



DRYING HOLEPROOF HOSIERY

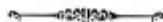
Now the stockings are sorted and paired with infinite care — undergoing, at the same time, still another inspection.

Five inspections in all are given — until the tiniest, apparently least-important flaws are discovered and weeded out.

And then each pair is marked, "saddled" with the familiar little tag, packed with other pairs into boxes — to be shipped to stores all over the world.

GLOVE SILK OR FABRIC HOSIERY

Glove silk or fabric hosiery, while the least important of the three types, represents one of the oldest methods of manufacturing hosiery. Large pieces of knitted fabric are woven on Tricot or Milanese looms, and pieces cut in the shape of stockings by steel dies are seamed together to form the stocking.



Into all this maze of intricate processes, goes the experience that has been gained in 52 years.

The complicated machines are watched by men so skilled that they instantly detect and repair any irregularities. For their use a complete machine-shop is maintained — sufficiently equipped to build any one of the various machines, if necessary.

One group of men, trained mechanical engineers, work constantly at perfecting small or large improvements — whereby the finished Holeproof Hosiery may be better wearing, and better appearing.

Over 100,000 stockings per day!

It is difficult to grasp the amount of work this represents.

Each week, the Holeproof factories consume 70,000 miles of silk, cotton, wool, and artificial silk yarn. Every 24 hours, enough yarn to reach completely around the earth. In one month, enough to reach to the moon.

And every inch of it must go through the processes which we have just described.

Thus you can see why 600,000 square feet of floor space is needed. Why thousands of Holeproof employees keep the big factories humming day and night.



WHERE HOLEPROOF EMPLOYEES TAKE LUNCH

The men and women in charge of our factories give careful attention to the comfort and contentment of this army of workers. Our own cafeterias are operated, that workers in the various plants may have good, nourishing, hot noon meals. Cheerful rest-rooms are provided for their convenience and every sanitary precaution taken to insure their good health.

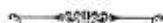
The skill and loyalty of Holeproof people, no less than quality of materials and efficiency of methods, has built the tremendous, growing popularity of Holeproof — the most beautiful and most durable hosiery.

MAKING IT EVER BETTER

The ideal that imbued Carl Freschl 52 years ago, when he founded the Holeproof business of today was:

To make hosiery which should be more and more beautiful in appearance and yet have the durability and wearing qualities of coarser fabrics.

He succeeded in giving such hosiery to the world. And constantly his original idea has been uppermost in the mind of every man or woman in the organization. It is the ideal of Holeproof men and women today. It will still be 52 years from now.



Today you can buy hosiery which *may* equal Holeproof in appearance, in sheerness, in lustrous beauty. But it cannot approach the famous wearing quality of Holeproof.

Or, you can *perhaps* find hosiery which is as durable. But it cannot match Holeproof in style, in trim neatness, in beautiful sheerness of texture.

Only in Holeproof can you find this ideal *combination*.

The reasons for this superiority are three:

First: Our strict insistence upon the finest raw materials to be found. Second: the high standard of workmanship which we rigorously enforce. Third: the broad, practical experience which a half-century has brought — the knowledge, the improvements of machine and method.

These are the things which put Holeproof quality beyond reach of imitation — which have built the great Holeproof factories of today, from the little shop of 52 years ago, in Kalamazoo.

Perfection is made of trifles, it is said. Things that, alone, appear little go into Holeproof perfection. And perfection achieved is no trifle.

For instance, the silk leg of all women's Holeproof Hosiery is a full 20 inches in length. To skimp only an inch on each stocking would cut our manufacturing costs tremendously in a year, but such is not the Holeproof policy.

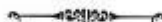
In our 5 inspections, which every pair of Holeproof must pass, tiny flaws you might never find, are instantly rejected.

All to the end that Holeproof shall be made constantly better in appearance, greater in durability.

Holeproof Hosiery can be purchased literally *everywhere*; in every civilized country on the globe, in the smallest hamlets or the largest cities.

It is moderate-priced hosiery because our output is so great. If, instead of millions of pairs yearly we sold but hundreds-of-thousands, Holeproof quality would force our prices well above the average. And even at higher prices it would still be economical to have Holeproof — because of the greater wear.

There are styles for men, for women, and for children. Styles for dress and for every-day wear. In silk, silk-and-wool, wool, silk-faced, and mercerized lisle. There are all the newest, most popular colors — the latest ideas in open-work and embroidered clockings — as well as the more conservative styles always in good taste.



HOLEPROOF EXX

This is the name given to our latest development in men's hosiery, the result of a year's research work. It represents just another indication of our effort to raise the standard of hosiery and making it better.

Holeproof Exx is a special reinforcing process employed in making the toe the strongest part of the stocking. By actual test it gives Holeproof Exx Hosiery three to four times the wear of ordinary hose.

This ingenious process of reinforcing is done through patented methods which make the reinforcing invisible and without additional bulk to the fabric.



HOLEPROOF HOSIERY COMPANY

MILWAUKEE, WISCONSIN, U. S. A.

Holeproof Hosiery Company of Canada, Limited, London, Ontario, Canada

BRANCH OFFICES AT

NEW YORK CITY, NEW YORK
1107 Broadway

CLEVELAND, OHIO
618 Marion Building

SAN FRANCISCO, CALIFORNIA
526 Mission Street

LONDON, W. I. ENGLAND
47 Berners Street

CHICAGO, ILLINOIS
323 West Jackson Blvd.

SYDNEY, AUSTRALIA
Walter Cathro Pty Ltd. 50 York Street

Comparison Between Full Fashioned and Circular Knit (Seamless) Hosiery

The difference between full fashioned, semi-fashioned, mock fashioned, circular knit, and seamless hosiery is frequently confused in the mind of the buying public. The Holeproof Hosiery Company manufactures a complete range of all types of hosiery and is in a position to present an unbiased comparison.

FULL FASHIONED HOSIERY

A full fashioned stocking is knitted as a flat fabric and made to conform to the shape of the leg and foot by dropping out stitches where the stocking is narrowed. The two edges of this flat fabric are then joined by means of a sewing machine which leaves a seam along the back of the leg and along the bottom of the heel, sole, and toe. The narrowing is done on the knitting machine which automatically and at the proper part of the stocking places two stitches on one needle, knitting plain for several courses, and repeating this process until the desired shape is obtained. This narrowing or shaping is done in the thigh of the stocking, in the calf and ankle, in the arch and toe of the foot. The narrowing or fashioning process causes small distinct marks on both sides of the seam in the back of the stocking also heel and toe. These marks are called "fashioning marks" and distinguish full fashioned hosiery.

Another distinguishing mark of full fashioned hosiery is the seam along the bottom of the sole and along the back of the entire leg. The seam is left open for about two inches on the inside of the top hem. This makes the top more elastic.

CIRCULAR KNIT HOSIERY

Circular knit hosiery is knitted in the form of tubular fabric. Circular knit hosiery is also known as "seamless," "semi-fashioned," "mock fashioned," etc., there being very little difference between the different classes. They are all made in tubular form and vary only in minor details.

The ankle and foot of circular knit hosiery are made to conform to the natural shape of the leg by tightening or loosening the stitches. Where a seam appears in circular knit hosiery it is really a mock seam for it is not required except as an imitation of the seam in full fashioned hosiery. There is no seam along the sole of circular knit hosiery; the seam commences at the back of the heel and extends to the hem or rib top.

Men's circular knit hosiery usually has no mock seam nor narrowing marks.

Narrowing marks or "mock narrowing" or "three-seam" is a further attempt to simulate the appearance of the narrowing marks of full fashioned hosiery.

Both full fashioned and circular knit hosiery are very popular; each has its own advantages and each type holds an important position in the hosiery industry. The selection of either type is a matter of personal preference.

The advantages and disadvantages of each are tabulated below:

WOMEN'S FULL FASHIONED HOSIERY

ADVANTAGES	DISADVANTAGES
1. Better fitting: stays up better, does not sag at the ankle, seam is not so easily twisted out of alignment, foot conforms to the natural curves. 2. Evener appearance of fabric because stitches are of uniform size. 3. More comfortable toe. 4. Usually finer gauge (more stitches to the inch.) 5. More elastic and retains its shape. This is due to the uniform size of the stitches, finer gauge, and the fact that the yarns are not stretched as much as in knitting a circular knit hose.	1. Higher cost. 2. Seams along bottom of foot. 3. Sometimes less durable because of the fineness of the yarns; runs may develop from full fashioned marks, seams may open.

WOMEN'S CIRCULAR KNIT HOSIERY

ADVANTAGES	DISADVANTAGES
1. Lower cost. 2. No seams in the sole. 3. More combinations of different fabrics. 4. More durable: no seams to open, runs not likely to start at mock full fashioned marks. 5. Knitted in seam is quite artistic. 6. Closely resembles full fashioned hosiery.	1. Does not fit as well. 2. Fabric is not as even. 3. The looping across the toe may be objectionable. 4. Wide Foot.

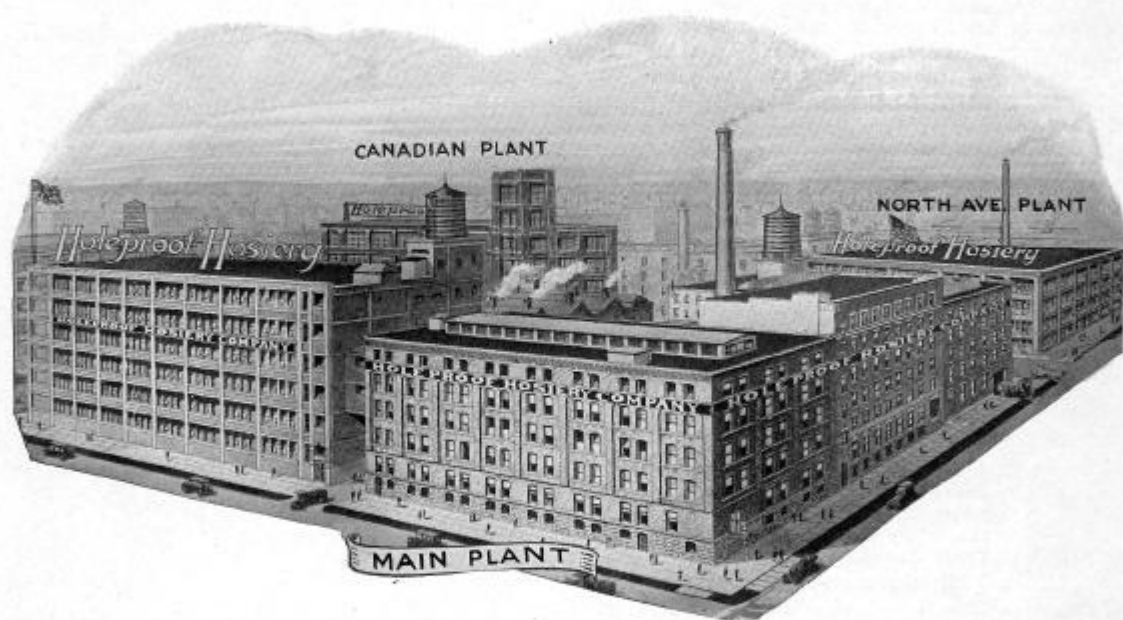
MEN'S FULL FASHIONED HOSIERY

ADVANTAGES	DISADVANTAGES
1. Sometimes finer in gauge. 2. Better fitting foot.	1. Higher cost. 2. Seams along the bottom of the sole. 3. Sometimes less durable.

MEN'S CIRCULAR KNIT HOSIERY

ADVANTAGES	DISADVANTAGES
1. Lower cost. 2. No seams in foot. 3. More combinations of different fabrics. 4. More durable.	None.

The Story of Holeproof.



These are the Holeproof factories of today, which produce twenty million pairs of Holeproof Hosiery annually. In this book we have tried to explain how — by making Holeproof Hosiery constantly better and better, in appearance and wearing quality — these great factories have grown from the tiny shop in which Carl Freschl founded the business 52 years ago.

