

Article III.

British-made Hosiery and Underwear

Following our previous Articles dealing with the "Old Country's" efforts during the this War,—and the success of the "British-made" Glove,—we now turn to other Articles of Essential Apparel.

At this day, there are few people who have not been faced in some form or another with the shortage existing in both Wool and Cotton, in either case occasioned very greatly by direct and indirect requirements for the War and the fighting Forces.

It therefore, behoves the public to watch carefully the QUALITY of the Article when it is a matter of replacing Hosiery or Underwear.

For many years the London Glove Co., has been supplying three unrivalled specialities in Hosiery : viz.—

The "Hole-proof" Hose.

The "Proklips" Stockings.

The "Invinci" Cashmere Hose.

All these Stockings are BRITISH MADE and are obtainable from no other source than The L. G. Co. The quality of every pair is jealously watched as to a great extent our reputation is staked upon these products. Each kind has its own distinctive features and we invite applications to our Canadian Agents for our Price List—which contains fullest details and prices.

As with Hose, so with Woven Underwear.

To mention three Grades in the British-made Articles, there are:—

The "Meridian Interlock Fabric."

The "Erin" Ribbed Underwear.

The Health Elastic Cellular Net Underwear.

Distinctive,—each without a rival in its own particular domain,—and each with the Guarantee of the L. G. Co., behind it, we have every confidence that, in the efforts we are making to supply our Canadian Clientele with British Goods, these three makes of Underwear will play a large part.

In conclusion, we would like to repeat an oft uttered warning, in a slightly new form.

The owner of every proprietary Article or Product will Counsel the buying public to "Insist on seeing the name on each article, and refuse worthless substitutes."

Our advice goes further than that :

Get behind the name, and ascertain the Country of origin.

Then, bearing in mind the lessons of this War,—help to make the Empire self supporting.

Our free Price List may be obtained from :—

The **London Glove Company** Ltd.

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