

There has never been known a system of underclothing which has met with such recognition all over the globe as that of the world renowned Dr. Jaeger's Sanitary Woollen System Co. (Ltd.), of London, England. It is quite unnecessary to say a word of praise regarding this underclothing, but to better emphasize the value of wearing such an article, especially in this changeable climate of ours, we would direct attention to the following points: The Jaeger Company maintain a laboratory fitted with every requisite for testing chemically and microscopically the purity of woollen materials. The Jaeger trade mark guarantees pure wool in place of wool frequently mixed with from 25 to 75 per cent. of cotton or other cheap and inferior adulterants; it also

guarantees that the stockinet underwear is made of undyed "natural" yarns, in place of yarns dyed to look like "natural" colour. It makes a successful stand against the dishonesty of the adulteration, and is accepted by the general public as a guarantee against adulteration—a proof that honesty is the best policy. It also guarantees against shrinking. The prediction made when the present company was founded, that the public would never pay for pure wool, has been completely falsified by the extraordinary popularity of the genuine Jaeger goods. Adulterated and otherwise inferior imitations of the garments designed and popularised by Dr. Jaeger are offered by unscrupulous traders as "Jaeger" goods, and as cotton is much less

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