

1870

**STANFIELD'S**  
Unshrinkable  
**UNDERWEAR**

1921

## A Canadian Industry Built on an Ideal

1921 is the Jubilee of Stanfield's Unshrinkable Underwear. It is a far cry to the magnificent mills at Truro—models of modern equipment and efficiency—from the tiny building in Prince Edward Island where the late Mr. C. E. Stanfield began the evolution of an ideal in 1856.

The late Mr. C. E. Stanfield learned the woollen trade in his uncle's mill in Bradford, England, then as now a center of the woollen industry. But the pride he took in his work developed ambition. He wanted to start out for himself. Canada was much talked about in the Old Country and he decided to come to the new world across the Atlantic.

He built his first mill at Tryon, P.E.I., in 1856. So successful was he that a wider field was sought and he chose Truro, Nova Scotia, locating there in 1870, moving from the original mill to a larger one, and finally in 1882, constructing a new plant on the bank of the Salmon River, the site of Stanfield's Limited, and beginning the nucleus of the present Stanfield mills.

In 1896, the late Mr. C. E. Stanfield decided to retire and sold out the growing business to his two sons, John and Frank, who are now President and Vice-President of Stanfield's Limited, a corporate company.

Stanfield and woollens are synonymous. A hundred years ago, Charles Stanfield was a woollen manufacturer in Bradford, England. He taught the business to a nephew, the late C. E. Stanfield, who made the first Cardigan jackets and Bannockburn tweeds in Canada. He, in turn handed down his knowledge to his sons, John and Frank, the active heads of the business to-day. Thus, Stanfields are carrying out the best of the old British traditions of trade—one generation following another in the same line of endeavour—adding knowledge and experience, building on the old foundations, broadening and strengthening, making the family name synonymous with all that is best in the trade.

That this vocational tradition is a good thing for business and for the world at large, is proven in the case of the Stanfield family, for it was due to the efforts of John and Frank Stanfield that Unshrinkable Underwear was made possible. These two experts, born in the business and absorbing the best traditions of the trade, evolved a process that took the shrink out of wool before the garments were woven, giving Stanfield's Unshrinkable Underwear to the world and making it the outstanding feature of the Stanfield products.

Stanfield's Unshrinkable Underwear was manufactured first for men who work outdoors—farmers, fishermen, trainmen. As towns developed into cities and the cities into worlds within themselves, Stanfields began to make finer underwear, in weights suited to men who worked indoors and were not so much exposed to the rigors of winter. Then came the addition of silk-and-wool and extra fine woollen underwear for women; and finally, Stanfield's Adjustable Underwear for children. To-day Stanfield's Underwear is a family affair both from the standpoint of wearers as well as makers.

Stanfields have steadily held to the original idea behind the business—to avoid fads and to make underwear of a quality demanded by the majority of the Canadian people, with quality kept up to a standard and prices kept down to a minimum consistent with quality.

It is this unswerving adherence to an ideal of quality that has built up a market for Stanfield's Unshrinkable Underwear that more than equals the supply, and has given a reputation to the name "Stanfield" that is an asset which cannot be valued in mere dollars and cents.

The Jubilee of Stanfield's Limited crowns with success the achievement of a Canadian institution which occupies its present proud position because of a rigid adherence to the fundamentals of sound business—making an essential article, making it better and keeping the price right.

(Trade Mark, Registered)

