

W. E. Sanford Manufacturing Co.

(Limited.)

WHOLESALE

Clothing Manufacturers,

Hamilton, Ontario.

TORONTO, ONT.

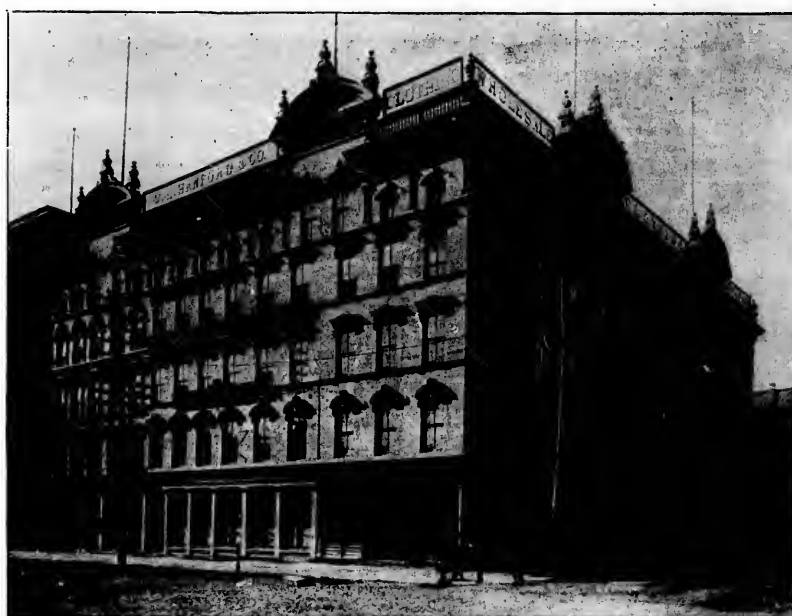
361 WELLINGTON ST. WEST.

WINNIPEG, MAN.

WHITE BLOCK, ALBERT ST.

VICTORIA, B. C.

WHARF ST.



THE SANFORD BUILDING.

THIS firm of wholesale clothing manufacturers and military uniform contractors carries an enormous stock. The extensive premises of the company, situated at the corner of King and John streets, are packed from cellar to shingles with cloths, clothing in process of manufacture, and clothing ready for the market. It is a busy scene, and the wholesale manner in which huge piles of cloth are cut by machinery into garments of the latest style and most approved patterns, is a sight which bewilders the beholder who has been accustomed to see clothing cut, suit by suit, by the custom tailor's shears.

The business done by this company is very large. The fourteen travelers of the firm cover the entire Dominion, from ocean to ocean, and the Sanford clothing is the favorite among the Canadian people in all parts of the country.

No other firm in the same line of business in Canada carries a larger stock, does a more extensive trade, or employs a greater number of people than does this.

The samples shown by the firm's travelers and agents, in every city, town, village and hamlet in the Dominion, embrace full lines of men's, boys' and children's suits, overcoats and trousers; summer clothing, smoking jackets, dressing gowns, overalls, wooden shirts, and ladies' mantles, numbering in all some 700 garments, and making a grand and interesting display.

The business was founded about twenty-five years ago by Hon. W. E. Sanford, who has remained at its head ever since. At the beginning he had associated with him Alexander McInnes, under the firm name of Sanford, McInnes & Co. Mr. Sanford did the traveling for the firm, and his energy and business sagacity soon gave the young house a start in the highway to great success. At that time ready-made clothing was not what it is now. Then no attention whatever was paid to style or finish. The cheapest was considered the best for the trade, and the garments that were turned out by some houses were fearfully and wonderfully made. It is little wonder that Mr. Sanford found that a strong prejudice against ready-made clothing existed throughout the country—there was good and sufficient reason for the prejudice. With that keen appreciation of the situation, and unerring forethought which have been his characteristics, Mr. Sanford saw that there was room for a great reform, and he immediately set about effecting it. He imported the best men he could find, began making garments that had style, finish and fit about them, and created a revolution in the ready-made clothing business of Canada. The revolution was complete. The old style of misfitting garment was relegated to the rear and Sanford's ready-made clothing, stylishly cut, neatly made, elegantly trimmed and in the latest fashion carried the market by storm. The prejudice against ready-made clothing rapidly faded, and in time completely disappeared.

Several changes in the style and membership of the

firm took place until about two years ago when the W. E. Sanford Manufacturing Co. (Limited) took over and continued the business.

The establishment is now, of course, fully equipped with all that mechanical art can supply. Four cutting machines are in constant operation converting the large piles of cloth into shape preparatory to being placed in the hands of the maker. There are also machines for measuring and skinking the cloth, for making button-holes and putting on buttons, and in short for almost everything by which the efficiency of labor can be increased.

The skeptic in ready made clothing should visit this great establishment. Here he will find vast heaps of clothing, piled on large tables, and he will, on close inspection, discover that every garment is perfectly and elegantly finished to the smallest detail. There is nothing but the price to indicate to the visitor that the garments he is examining were not made to order by some fashionable tailor.

A visit to this great establishment will amply repay visitors to the carnival. All will be made welcome, and the members of the firm and their staff of courteous assistants will endeavor to make the visit interesting. In no other establishment in Canada can one obtain an adequate idea of the magnitude of the ready made clothing trade; nowhere else can he see the business conducted in such perfection; no other concern can pretend to the volume of the output of this mammoth establishment.