



## HOW 20th CENTURY BRAND GARMENTS ARE MADE

Showing the Advantages of Hand Tailoring Over Machine Work

(From "Dress, a Magazine for Men." We will send you a copy free for the asking.)

Every man is interested in the clothes question. Most men enjoy being well dressed. The law and the climate compel attention to the subject even among those who might otherwise overlook its importance. Some men go through life making mistake upon mistake in buying clothes. They either pay too much, too little, or pay just enough, but do not get what they pay for.

If you will read the few facts here given and remember them, you will have learned something about good and stylish clothes, how they are made and how to obtain them, that will save you trouble and save you money for the rest of your life.

### MADE IN CLEAN, SANITARY TAILOR SHOPS

are unquestionably the finest, most sanitary and best equipped in Canada. Each floor is 50 x 250 feet, perfectly lighted and perfectly ventilated.

Every garment that bears the 20th Century Brand label is cut, and tailored throughout in these shops. Cheap garments are tailored in unsanitary sweat-shops.

The pictures on this and succeeding pages will give you an idea of the difference between a high-class tailor shop and a crowded sweat-shop.

### WOOLENS FROM THE BEST MILLS IN THE WORLD

We buy our woolens from the most famous mills in England, Scotland and Ireland. The dressiest Scotch tweeds, best English worsteds—finest Irish serges and newest West of England trousseings are represented in our immense stock. There is not a mill in the world that makes cloth too high in quality for us. It would be sheer folly to put our standard of tailoring on poor cloth. You can be assured that the materials in our garments are of the highest grade in their respective qualities, that the linings, hair cloth, canvas, padding, buttons and silk thread are of a quality that is only found in clothes of the better sort.

And another point to bear in mind is that we buy cloth from the mills in immense quantities, whereas the custom tailor buys from the jobber in suit lengths—a very extravagant method of buying, but unavoidable because of limited business.

### STYLES ARE CORRECT AND AUTHENTIC

You will notice that we speak of woolens first, and for a good reason—they are the foundation of all good clothes.

Having bought the finest woolens obtainable, best open-air shrunk canvas, soft finish, 75-to-the-inch hair cloth, silk, satin, mohair serge and other high-grade linings, ivory and buffalo horn buttons (no cheap composition buttons), the next important operation is preparing the styles or designs for the season. Our designer and assistant designer travel widely, watch every movement of the mode and have produced styles that have helped largely to make 20th Century Brand garments the style standard. Our styles are correct, authentic and thoroughly metropolitan as compared with the more or less antiquated styles produced by local tailors.

### EVERY GARMENT CUT INDIVIDUALLY WITH THE SHEARS

Most of the good woolen mills claim that their goods are "thoroughly shrunk." We take no chances, however, and every bolt of cloth we buy is unwound, re-shrunk by the most modern and effective system known and re-examined for imperfections. This is one of the "secrets" of the shape-retaining qualities of 20th Century Brand garments.

Now look at the picture of our cutting room (on the page opposite) where the next important operation is carried on.

Ready-made clothes are cut to twenty at a time with a hand knife—a very cheap, but unsatisfactory and inaccurate method. We cut every garment individually with the shears—the only method by which accuracy of design and perfection of fit can be obtained.

### HAND WORK ON EVERY IMPORTANT OPERATION

The cut and trimmed garments now go to the tailor shops, and right here it might be well to disabuse the public mind of a few alleged "secrets" of fine tailoring. The man who goes to an exclusive custom tailor and pays him \$25 to \$50 for a suit imagines that every stitch on his coat, trousers and vest is done by hand. Not much! In the highest priced custom-tailored garments made in America there is a great deal of machine work—in fact, more machine work than hand work. There are a few operations in the making of a garment that can be done more satisfactorily and

more artistically by hand than by machine work. In our own tailor shops, which (as you will see by the illustrations) are filled with hand workers, we do by hand work every operation which we consider can be done better by hand than by machine. And we use machines just as the highest priced custom tailor does and for the same operations.

In our coat shops each garment passes through 26 distinct operations, with expert specialists doing the work in each of these 26 stages. Any one of them can do what he does much better than an all-round coat maker who may be a fairly good tailor but who is not a specialist in any particular branch of the art and science of coat making. The degree of perfection that our specialists arrive at through years of practice and study in one small department of coat making is nothing short of amazing. Custom tailors who visit our tailor shops (and they are always welcome) never fail to express their astonishment at the perfection of workmanship which this system of specialization has made possible. The "Jack of all trades" being master of none and no way to the specialist in this and every other department of human endeavor.

### CLEVER SPECIALISTS IN EVERY DEPARTMENT

Among the operations of the making of a coat which can be done better by hand than by machine, is putting on the collar, which controls the balancing of the coat. This is done by specialists who do nothing else and who are among the cleverest hand workers in our shops. Another important operation demanding highly skilled hand workers is manipulating the canvas and hair cloth to make a perfect breast and front for the coat. Many good coat makers do not excel in this branch of work with the result that an otherwise well-tailored garment fails to lie in shape. Our canvas and hair cloth workers do absolutely nothing else and their exceptional ability in this particular line of work has much to do with the shape-retaining qualities for which 20th Century Brand garments are famous.

### SKILFUL HAND WORK MEANS PERFECT GARMENTS

Shaping collars and lapels is another important hand operation. Every corner, every curve and every notch must match perfectly. The edges on all our garments are turned out by hand and you will notice that they are worked out very thin and very evenly. Putting in sleeves and sleeve head paddings requires very skilful hand work. Our sleeves hang perfectly, never drag and never pucker in the seam.

The silk department where all the fine silk work is done by hand, particularly the facing

of lapels on dress garments, is manned by unquestionably the most highly skilled silk workers in Canada and we challenge comparison of our work in this line with any in America.

### HAND PRESSING IS BETTER THAN MACHINE PRESSING

The pressing off is all done absolutely with hand irons. Ready-made clothes are pressed off on pressing machines. Our pressers do not shape our garments. The shape is tailored into them before they reach the pressers.

Garments that are shaped with the iron are quickly unshaped by the weather. The edges on 20th Century Brand garments are shaped so evenly and perfectly that the presser has little or nothing to do in the way of stretching or shrinking.

The buttonholes on our garments are the best wearing holes that can possibly be made, the buttons are of the best quality obtainable and are sewed on to stay on. You would be surprised what an amount of care and taste must be exercised in this small matter of buttons. They must be correct in size, shade, style and quality, and must be most carefully spaced.

### EVERY GARMENT CAREFULLY EXAMINED BY EXPERTS

The final operation of examining the garment for any imperfection in tailoring is a most important one, and is done by a staff of eight competent and experienced examiners who are given plenty of time to do the work thoroughly.

Their examination is a most critical one and the garment must measure up in every particular to the 20th Century Brand standard or back to the tailor shop it goes. When once the garment has been passed by the final examiners it is boxed and made ready for shipment.

It is also ready to fit and ready to give entire satisfaction.

### READY-TO-WEAR OR TO YOUR SPECIAL MEASURE

You, who are a specialist in your profession or business, will, from your daily contact with competition, appreciate the fact that we, who are specialists in the production of fine garments for men, are in the best possible position to serve you satisfactorily.

Note the name of our agent on the cover page of this magazine. If the particular garment you want is not in stock you can have it made to your special measure from your choice of any of the 400 cloth samples which our agent will be pleased to show you.

With our new type and model system a perfect fit is assured.

Suits, from \$18 to \$28

Winter Overcoats, \$15 to \$30

WE ARE  
SOLE AGENTS

GILMOUR'S, 68 King Street

NEW FALL STYLES  
NOW READY