

A FIT FOR EVERY FIGURE

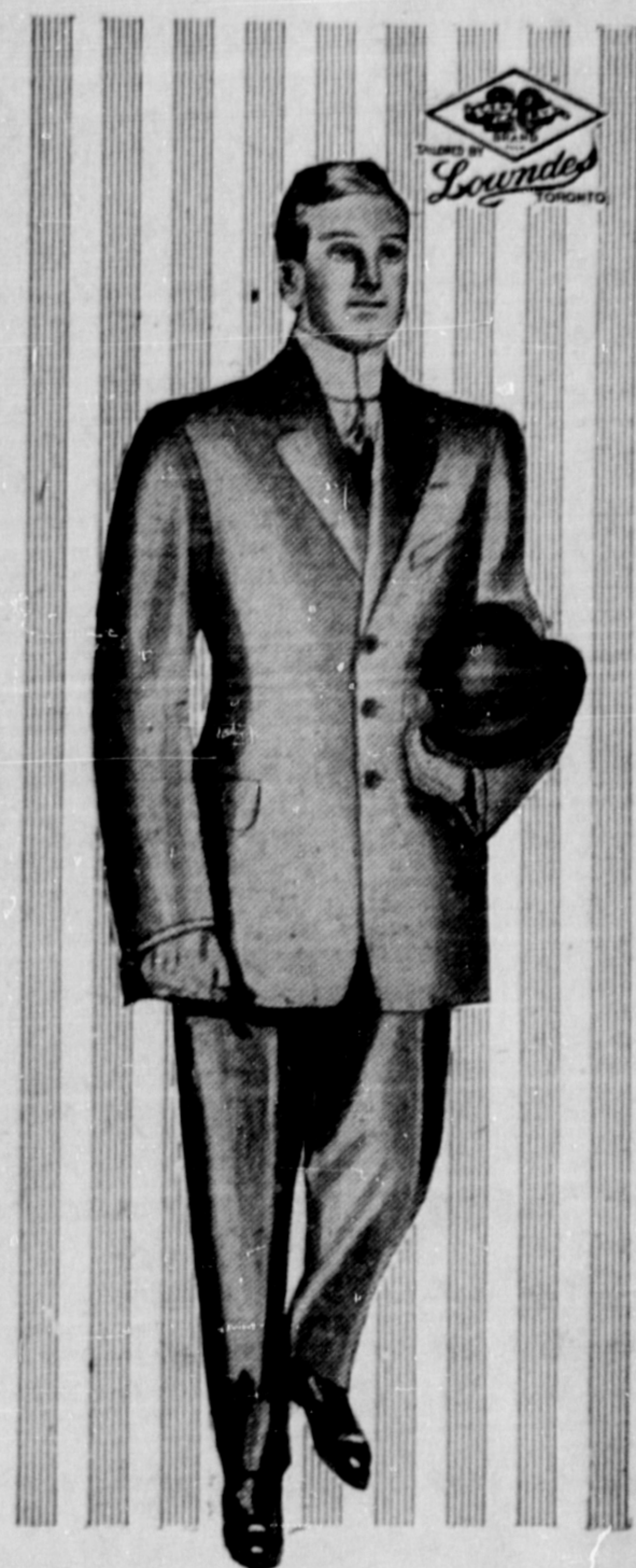
NEW FALL STYLES READY

LOOK at these illustrations and see how the 20th Century Brand tailors have studied the anatomy of every type of stature and have solved the problem of how to make clothes to fit every type. It's a wonderful achievement in fine tailoring and puts an end forever to the theory that if a man is not regularly proportioned he cannot be fitted by wholesale tailors. It guarantees a better fit than the little custom tailor can give you, and as for style it is a well-known and acknowledged fact that 20th Century Brand garments are the most stylish clothes made in Canada by tailors big or little.

**BENCH
TAILORED
CLOTHES
FOR MEN**

LOOK at the three distinct types in stout men--the tall stout, the average height stout and the short stout. Nine out of ten stout men will come under one or other of these types. The tenth man may be very corpulent--no matter, there is a perfect fit for him, too, from individual measurements.

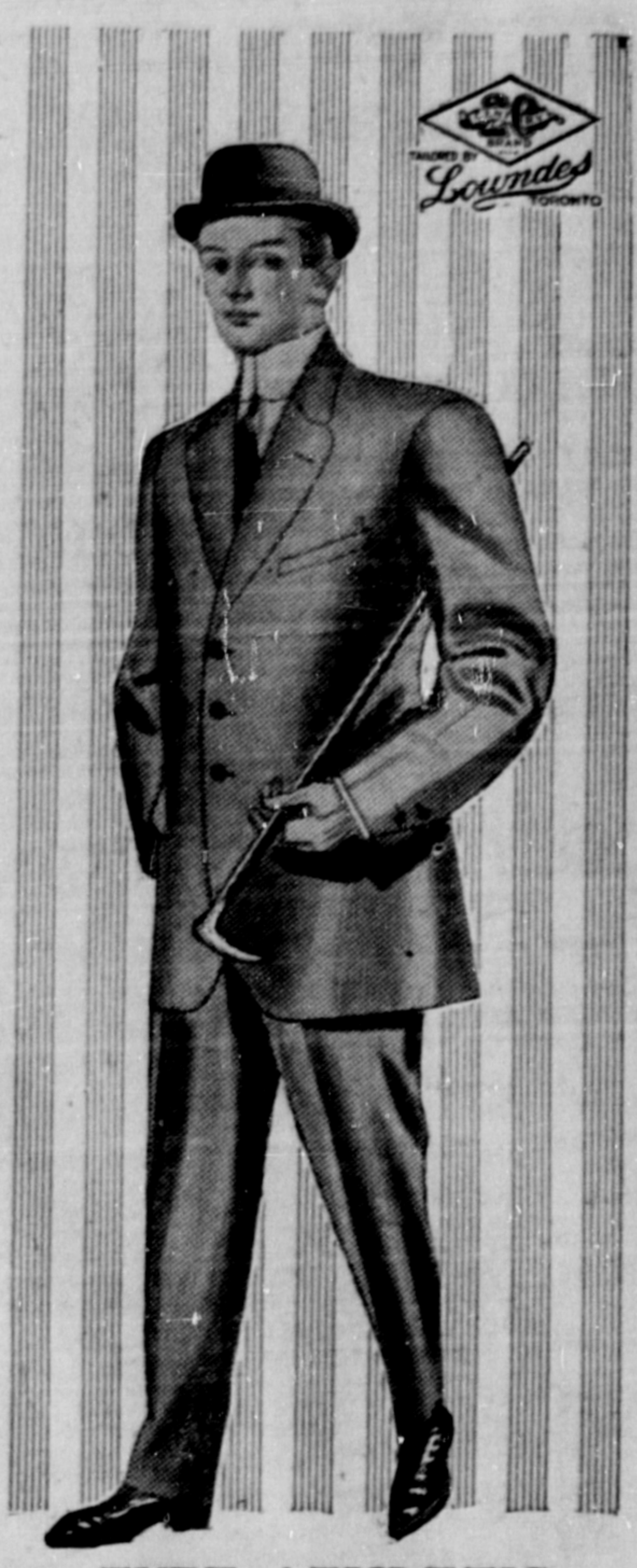
Look at the tall thin type and see how cleverly the designer has fashioned a style to suit his particular type of stature. We like dressing the tall thin fellow--when properly dressed he is very stylish.



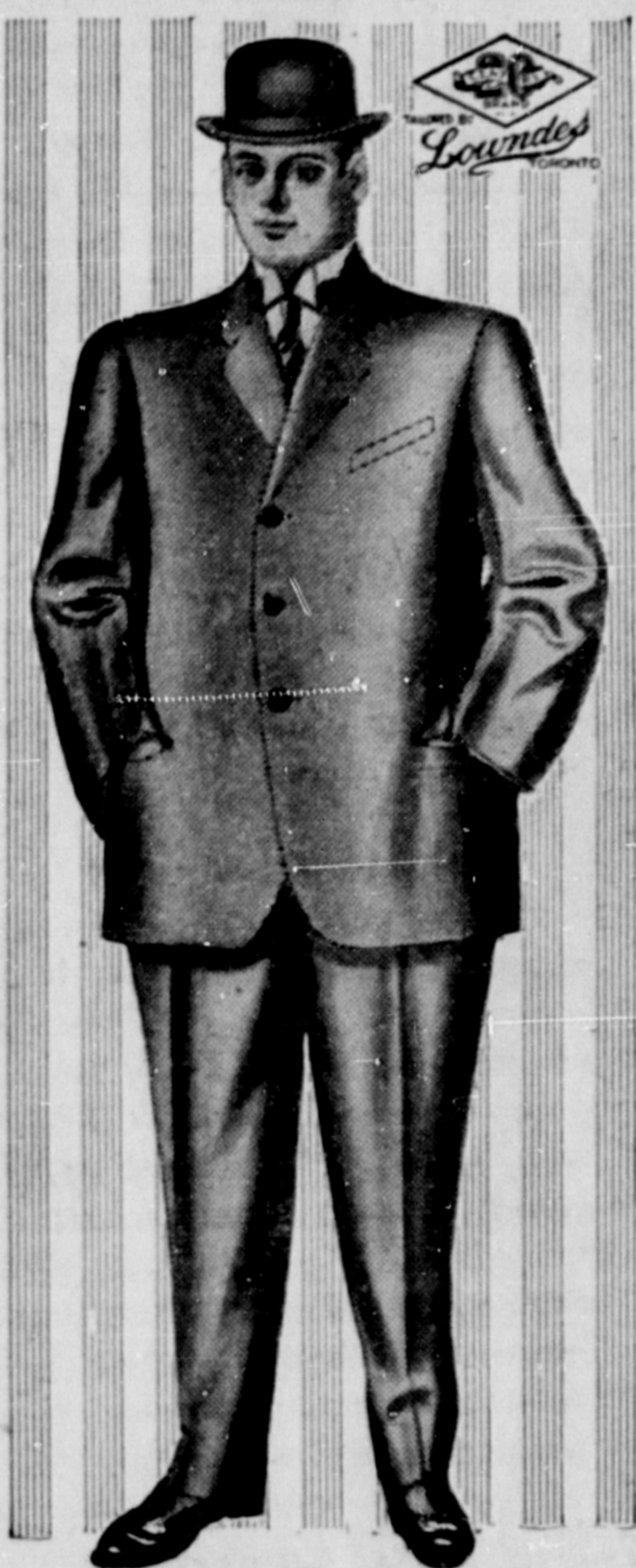
TYPE ATHLETIC X



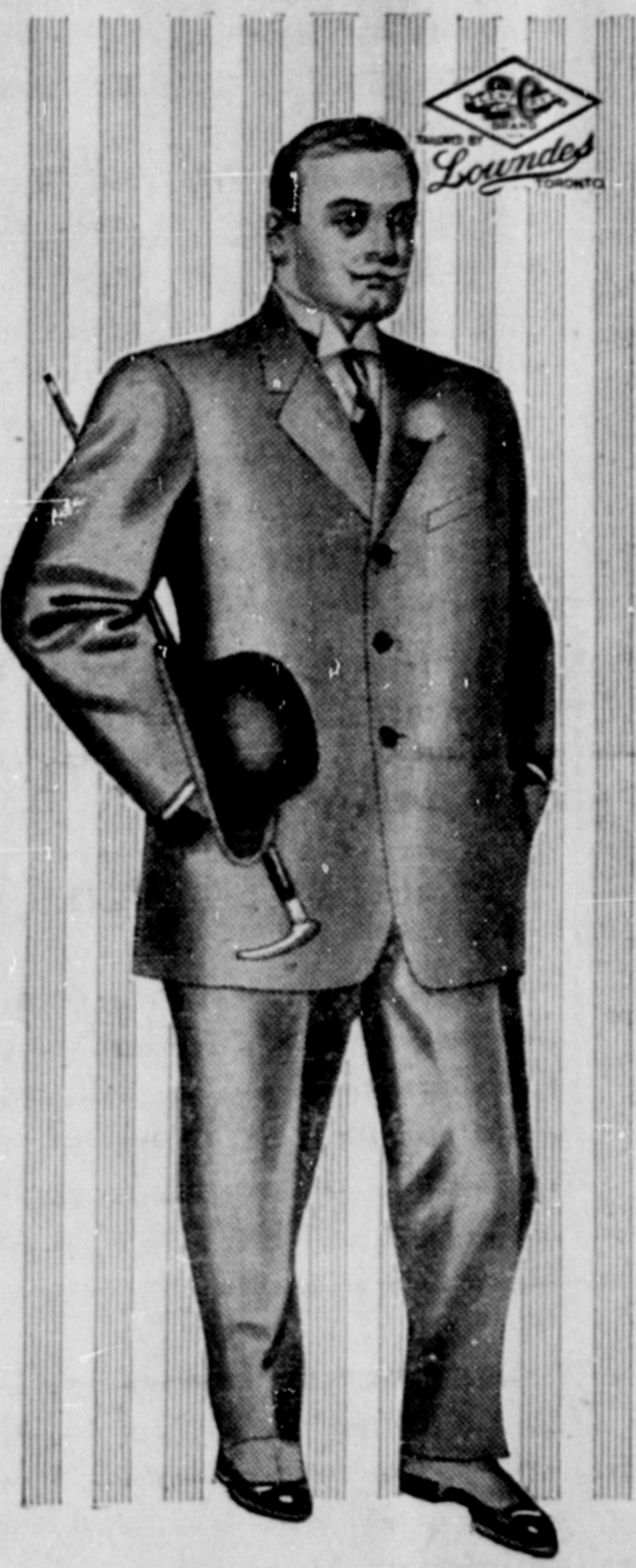
TYPE SHORT REGULAR



TYPE ATHLETIC



TYPE TALL STOUT



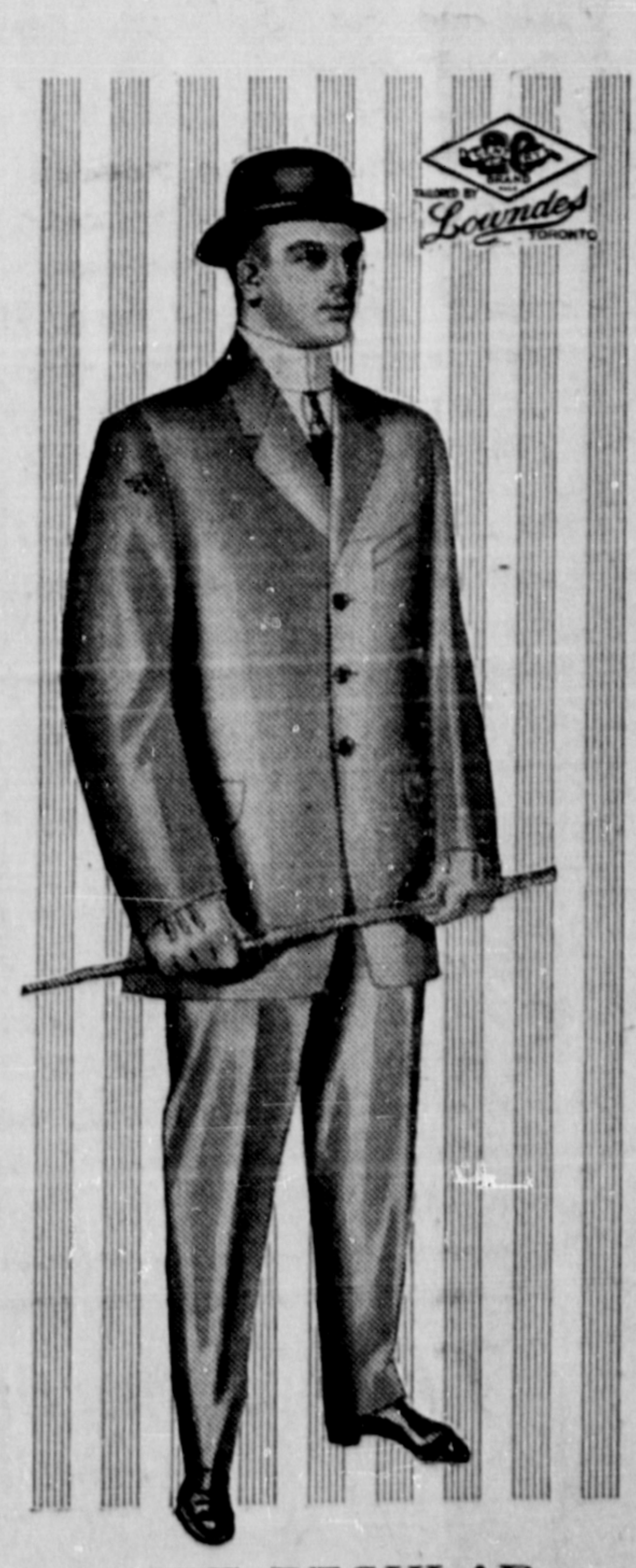
TYPE STOUT



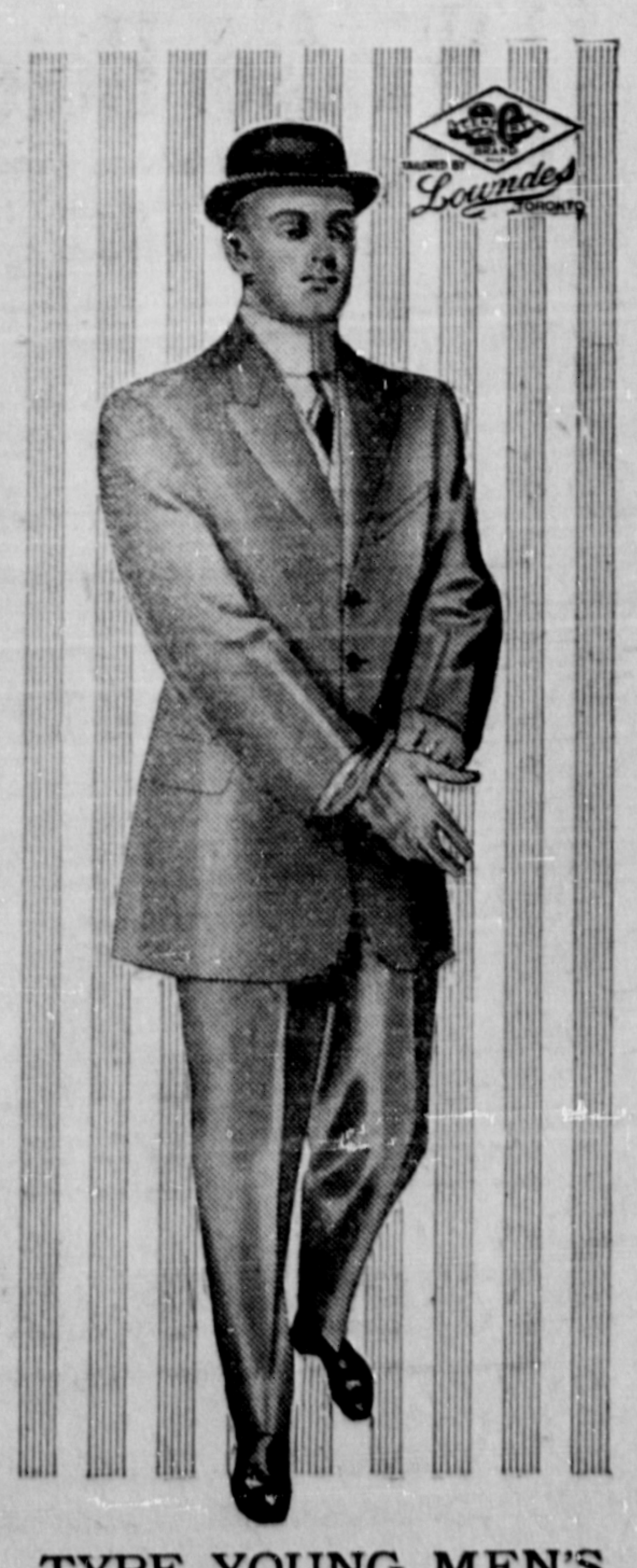
TYPE SHORT STOUT



TYPE LONG



TYPE REGULAR



TYPE YOUNG MEN'S

A STYLE FOR EVERY TASTE

NEW FALL STYLES READY

THE regularly proportioned man below average height will find in 20th Century Brand garments the ideal fit and style for him. The small man is usually a good dresser and insists on perfect fit. He is entitled to it and will absolutely get it in 20th Century Brand. The broad-shouldered, full-chested, erect athletic young man must have garments that will do justice to his manly proportions. Look at type Athletic X, designed specially for him. Note the broad shoulders, the full chest and the shapely lines of the garment.

**BENCH
TAILORED
CLOTHES
FOR MEN**

THE regularly proportioned man of mature years insists on genteel styles without any extreme of cut or fashion. The well-proportioned young man likes manly, stylish clothes with a touch of youthfulness about them and so does the young man who is not blessed with a particularly athletic figure. In 20th Century Brand garments every man, old or young, big or small, stout or thin, can get clothes appropriately styled and perfect in fit. New Fall styles are now being shown. Be sure to see them before you buy.

WE ARE EXCLUSIVE AGENTS

FALL AND
WINTER 1911-12
SIXTH STREET

SLOAN & COMPANY

FALL AND
WINTER 1911-12
ALDER BLOCK