

GRAFTON

"Atta Boy! Lend Us Your Ears!"

Str, it's as plain as daylight, and the FACTS have made merchants everywhere sit and open their eyes. "How can GRAFTON offer such tremendous values in the face of rising costs of materials and labor?" is the wondering query. Our reply is:

We Make the Clothing and Sell Direct to the People

That's the how and the why of the twenty-five per cent more value in our clothing. And besides, being, as we are, an organization of IMMENSE RESOURCES AND CAPITAL, we're in a position to buy in the markets at most advantageous prices. You will better understand the real significance of our "direct-to-you" sales plan if you'll come down here and investigate our MATCHLESS VALUES.



Selling Overcoats

"Direct to You" Saves
You 25 Per Cent

Featuring Three Groups on Saturday at

\$16, \$20, \$25

They are Overcoats made for men and young men. They have that smartness of style and line so characteristic of Grafton Clothing.

For Business Men

are conservative models in dark blues, greys, browns and black. The fabrics are handsome all-wool overcoatings. The tailoring is superb. The styles are up to the minute.

For Young Men

there are Trench Coats. Not freakish models that make one look foppish, but smart, well-tailored Coats that a young gentleman would be proud of. Other models besides.

A Saving of Twenty-Five
Per Cent on

Men's Suits

Because we sell "Direct to You." Pick Your
Suit From Three Splendid Groups at

\$16, \$20, \$25

and choose from every imaginable fabric from classy serges, worsteds and cassimeres to smart, rich-looking tweeds and homespuns in the latest shades, weaves and patterns. The newest models include trench types with belts around, slash pockets, high waist line in double and single breasted effects, as well as styles for businessmen of more conservative taste.

ALL THREE PRICES SET NEW
AND BIG STANDARD VALUES.



"1916" Prices on Men's Underwear In Fall and Winter Weights

All of this High-Grade Underwear was bought last October at much lower prices than possible today. Our prices are 25 per cent below general retail market. Our stocks are large, giving men an assortment of styles, fabrics and sizes we believe cannot be surpassed in the city.

Low Marked Prices on Men's Sweater Coats,
\$2.75, \$4.00, \$5.00 and \$7.50

You can buy one plain ribbed, V-neck or shawl collar, for \$2.75
Or you may have one shaker knit V-neck or shawl collar, at
only \$4.00
Or another one, pure wool, shaker knit or heavy plain ribbed
neck or shawl collar, at just \$5.00
Or you can buy one, all pure wool, heavy jumbo stitch, at
just \$7.50
Every size and color is included—the values are most
extraordinary.

Two-Piece Underwear in Fall and Winter
Weights, 50c, 59c, 75c, 88c, \$1.00, \$1.50
and \$1.75 Garment Up.

Elastic rib, fleece-lined, natural wool, Scotch knit, cotton, merino and mixtures. All the famous brands included in our huge stocks. Prices are based on last year's low quotations, saving you today at least TWENTY-FIVE PER CENT.

Combination Underwear \$1.50, \$1.75, \$2.25,
\$2.50, \$2.75, \$3.00, \$3.50 and Up.

Including such famous brands as Stanfield's, Pen-Angle, Mercury and others. Made up of such good fabrics as merino, mercerized silk, natural wool, cotton, elastic rib, Scotch knit and so on. Most of these combinations are made up in spring needle fashion—so perfect in every detail. This kind fits very snugly and gives comfortable warmth.



Lucky the Parent Who Buys Boys' Clothing Here on Saturday

Then choose from such fine assortments as are not to be found elsewhere at the same price. Our "Direct-to-You" sales plan enables us to undersell other stores 25 per cent.

Boys' Overcoats \$2.95 to \$15

Included among the several styles are the Trench Coats, the Military Coats and the always practical Storm Coats, in good serviceable fabrics.

Cheviots in grey and navy blue, chinchilla cloths in grey, brown, navy blue and fancy grey and brown tweeds.

These Coats are excellently tailored, suitably lined to give necessary warmth; sizes 3 to 16 years.

You get the full value in the clothes—the
biggest value in the city. Our prices simply
cannot be duplicated elsewhere.

Boys' Suits, \$5.95, \$7.50, \$10 and Up

In all sizes for lads 6 to 16 years—Suits mothers will be glad to buy for their boys going to school.

Well tailored in a splendid assortment of attractive fabrics, including grey, brown and green mixtures, as well as blue serges.

Boys' Underwear

Combinations or Two-Piece Suits. Our stocks were bought a year ago. This accounts for the lowness of our prices. Prices have advanced fully 25 per cent since our huge orders were placed October last.

Elastic rib, fleece-lined, natural wool and other wanted kinds. Prices are 40c, 50c, 60c, 75c, \$1, \$1.25, \$1.50 up

Boys' Overcoat Special, \$5.98

For Saturday's selling we have a big lot of Boys' Overcoats, sizes 20 to 27, in light and dark mixed tweeds, also grey chinchillas. No such values or nifty styles shown elsewhere. Regular price \$8.50. Saturday Only \$5.98

Boys' Jerseys, \$1.25 to \$2.00

The new colors are all here and sizes are complete, ribbed cuff and bottom, button on shoulder. Our prices are based on year ago market values—LOW



Your New Hat

IT'S A COMFORTABLE FEELING to know your hat's just right—right style, material and all. You'll feel that way in one of our smart and distinctive SOFT HATS OR DERBIES. They're different, and you'll like them. You'll want one.

\$2, \$2.50, \$3

Grafton & Co., Limited