

GRAFTON & CO. LIMITED

Ours Is the Greatest Clothing Business in Canada. Do You Know Why?

C That we've succeeded in building up the greatest clothing business, not only in London, but in the entire country—is an established fact—a fact which is not even questioned. You are probably aware of this fact yourself, but you should also know the reasons why we have reached the top. They are important reasons, and are worth a little consideration on the part of any man who buys clothing. They show the advantage of buying it at Grafton's.

Because the experience of thousands, covering a period of fifty-eight years, has proved our clothing to be the best wearing of any to be had.

Because our clothing is made in our own factory and is sold to you direct with the middleman's profit eliminated from our prices. This means a saving to you of one-quarter to one-third from what other stores charge for the same grade.

Because every garment is made by a specialist and is made in a manner which insures Perfect Fit, Permanent Retention of Shape.

Because our styles are absolutely correct and meet the approval of good dressers—especially of young men.

Because our assortments afford a scope of choice that is without parallel. We not only have the right styles and fabrics, but we have more of them than you'll find anywhere else—worth investigating before spending your money elsewhere—don't you think?

All our stock is fresh from our factories, not damaged by fire and smoke, but new—and crisp and cheaper than damaged goods sold elsewhere

Men's, Youths', Boys' and Children's Clothing and Furnishings at Unheard-Of Prices

Men's Suit Section

The new brown, olive and gray effects for fall and winter wear in the latest English models.

Reg. value, \$8.50. Our price...**\$5.95**
Reg. value, \$10.00. Our price...**\$6.95**
Reg. value, \$12.00. Our price...**\$7.95**
Reg. value, \$14.00. Our price...**\$10.00**
Reg. value, \$16.00. Our price...**\$12.00**
Reg. value, \$18.00. Our price...**\$14.00**
Reg. value, \$20.00. Our price...**\$16.00**

Young Men's Suit Section

Several hundred Young Men's Suits have been marked at prices that will be the means of quick action in the young men's department; swagger models in two and three-button, medium lengths, graceful lapels that go in the stylish make of Young Men's Suits.

Reg. value, \$7.50. Our price...**\$4.95**
Reg. value, \$8.50. Our price...**\$5.95**
Reg. value, \$10.00. Our price...**\$6.95**
Reg. value, \$12.00. Our price...**\$7.95**
Reg. value, \$14.00. Our price...**\$9.50**
Reg. value, \$15.00. Our price...**\$10.00**

Men's Trouser Section

The fabrics are largely worsteds, chevots and homespun, with a strong showing of plain and fancy stripes.

Reg. value, \$1.75. Our price...**\$1.25**
Reg. value, \$2.00. Our price...**\$1.50**
Reg. value, \$3.00. Our price...**\$1.95**
Reg. value, \$3.50. Our price...**\$2.50**
Reg. value, \$4.00. Our price...**\$3.00**
Reg. value, \$4.50. Our price...**\$3.50**
Reg. value, \$5.00. Our price...**\$3.95**

Young Men's Overcoat Sec.

Stupendous bargains, yet every Overcoat is tailored in the smart lines that young men like—all the little kinks of fashion are embodied. The bargains are marvellous. The smart, distinctive styles of these Young Men's Overcoats stamp them at once as favorites with every young man who likes a perfect hanging, well tailored Coat.

Reg. value, \$6.50. Our price...**\$4.50**
Reg. value, \$7.50. Our price...**\$4.95**
Reg. value, \$8.50. Our price...**\$5.95**
Reg. value, \$10.00. Our price...**\$6.95**
Reg. value, \$12.00. Our price...**\$7.95**
Reg. value, \$14.00. Our price...**\$9.50**

Young Men's Suit Section

Our five hundred Young Men's Suits, with style features pointed toward the youthful spirit in dress, both for the extremist and the young man who takes his style with moderation.

Reg. value, \$7.50. Our price...**\$4.95**
Reg. value, \$8.50. Our price...**\$5.95**
Reg. value, \$10.00. Our price...**\$6.95**
Reg. value, \$12.00. Our price...**\$7.95**
Reg. value, \$14.00. Our price...**\$10.00**
Reg. value, \$16.00. Our price...**\$12.00**

Boys' 3 and 2-Piece Suit Sec.

Five hundred Boys' Suits in all the newest styles made up for our winter trade; single and double-breasted styles, Norfolk and bloomer models, every garment made with the same skill and care as the men's suits.

Reg. value, \$3.00. Our price...**\$1.95**
Reg. value, \$3.50. Our price...**\$2.50**
Reg. value, \$4.00. Our price...**\$2.95**
Reg. value, \$4.50. Our price...**\$3.50**
Reg. value, \$5.00. Our price...**\$3.95**
Reg. value, \$5.50. Our price...**\$4.50**

Children's Fancy Overcoat Section

The newest, warmest and best Fancy Overcoats in town for the little chaps. Sizes 20 to 28. Military, auto and other styles trimmed with buttons, fancy anchors, etc., tailored in neat styles that will make a manly boy of the little fellow.

Reg. value, \$3.50. Our price...**\$2.50**
Reg. value, \$4.00. Our price...**\$2.95**
Reg. value, \$4.50. Our price...**\$3.50**
Reg. value, \$5.00. Our price...**\$3.95**
Reg. value, \$6.00. Our price...**\$4.95**

Men's Overcoat Section

Over one thousand Men's Overcoats in long and medium lengths, plain black and gray meltons, chevots and beavers, fancy chevots, Scotch and Irish tweeds; single and double-breasted models.

Reg. value, \$8.50. Our price...**\$5.95**
Reg. value, \$10.00. Our price...**\$6.95**
Reg. value, \$12.00. Our price...**\$7.95**
Reg. value, \$14.00. Our price...**\$10.00**
Reg. value, \$16.00. Our price...**\$12.00**
Reg. value, \$18.00. Our price...**\$14.00**



UNION-MADE CLOTHING

We Always Sell to Our Customers at Wholesale Prices

Men's and Boys' Furnishing Department

Men's Sweater-Coat Section

The greatest bargains ever. Plain and Fancy Knitted Coats in heavy ribbed, plain wools and fine Jerseys, white, black, red, navy, green, brown and combinations, some lines with Presto collars.

Regular value 75c. Our price...**50¢**
Regular value \$1.00. Our price...**75¢**
Regular value \$1.50. Our price...**\$1.00**
Regular value \$2.00. Our price...**\$1.50**
Regular value \$3.00. Our price...**\$2.25**
Regular value \$4.00. Our price...**\$3.00**

Men's Sock Section

A tremendous assortment of Men's Socks in all weights for winter wear. Heavy Wool Cashmere, Merino and Worsted Yarns, all colors and sizes, in plain and fancy designs.

Regular value 15c. Our price...**10¢**
Regular value 20c. Our price...**12½¢**
Regular value 25c. Our price...**15¢**
Regular value 30c. Our price...**20¢**
Regular value 35c. Our price...**25¢**
Regular value 50c. Our price...**3 pairs for \$1.00**

Men's Cap Section

Winter Caps for every man. Heavy, warm caps in blue and black Meltons. Tweeds in all colors with fur lugs.

Regular value 75c. Our price...**50¢**
Regular value \$1.00. Our price...**75¢**
Regular value \$1.25. Our price...**85¢**
Regular value \$1.50. Our price...**\$1.00**

Men's Work-Shirt Section

More bargains for the workmen. Good, strong, sturdy shirts of Gingham, Drill, Duck, Cottonade, Black Sateen and Flannelette. All made to wear well and fit with comfort.

Regular value 75c. Our price...**50¢**
Regular value \$1.00. Our price...**75¢**
Regular value \$1.25. Our price...**\$1.00**
Regular value \$1.50. Our price...**\$1.25**

Derby and Soft Hat Section

Men's Hats in the newest and smartest shapes. The best Hats from the best Hat makers in England and America in Derbys and Soft Felts and Scratch Hats.

Regular value \$2.00. Our price...**95¢**
Regular value \$2.50. Our price...**\$1.50**
Regular value \$3.00. Our price...**\$2.00**
Regular value \$4.50. Our price...**\$3.00**

Neckwear Section

Our Neckwear Department will show hundreds of dozens of the very latest Neckwear in all the new and nobby shapes for this season's wear. Four-in-Hands, Squares, French Derbies, Strings and Hook-on Ties in all the latest colorings.

Regular value 25c. Our price...**17¢**
Regular value 35c. Our price...**25¢**
Regular value 50c. Our price...**39¢**
Regular value 75c. Our price...**50¢**
Regular value \$1.00. Our price...**75¢**

Men's Fancy Vest Section

Hundreds of Men's Fancy Vests in worsteds and silk mixtures, correct colors and styles; regular value \$3.00. Our price...**\$1.59**

Men's and Boys' Underwear Section

Warm, good-wearing Winter Underwear, heavy weight wool, medium weight, natural wool, elastic knit fleece lined, and a great many lines of imported Underwear. Every size is here.

Men's Fleece Underwear, regular 50c. Our price...**39¢**
Men's Fleece Underwear, regular 75c. Our price...**50¢**
Men's Fleece Underwear, regular \$1.00. Our price...**65¢**
Men's Wool Underwear, regular 75c. Our price...**50¢**
Men's Wool Underwear, regular \$1.00. Our price...**75¢**
Men's Wool Underwear, regular \$1.25. Our price...**85¢**
Men's Wool Underwear, regular \$1.50. Our price...**\$1.00**
Boys' Fleece Underwear, regular 40c. Our price...**25¢**
Boys' Wool Underwear, regular 50c. Our price...**35¢**
Boys' Wool Underwear, regular 70c. Our price...**50¢**

Men's Suspender Section

Hundreds of dozens of Men's Fine Braces at reduced prices.

Regular value 25c. Our price...**15¢**
Regular value 50c. Our price...**25¢**
Regular value 75c. Our price...**50¢**
Regular value \$1.00. Our price...**75¢**

Men's Glove Section

More than 100 dozen of Men's Winter Gloves, representing the best English makers. Every Glove sold in Grafton's stores is bought direct from the manufacturer, thus saving you the middleman's profit.

Men's English Cape Gloves—Regular value \$1. Our price...**79¢**
Men's Mocha and Kid Gloves—Regular value \$1. Our price...**75¢**
Men's Mocha and Kid Gloves—Regular value \$1.25. Our price...**\$1.00**
Men's Mocha and Kid Gloves—Regular value \$1.50. Our price...**\$1.25**
Men's Mocha and Kid Gloves—Regular value \$2.00. Our price...**\$1.75**

Men's Dress Shirt Section

Regular styles, coat styles, plain bosoms, pleated bosoms, attached cuffs, white grounds, colored grounds, light, medium and dark patterns, all cut in perfect proportions to fit comfortably; sizes 14 to 17, and all great bargains.

Regular value 75c. Our price...**50¢**
Regular value \$1.00. Our price...**75¢**
Regular value \$1.25. Our price...**\$1.00**
Regular value \$1.50. Our price...**\$1.25**

Manufacturers of High-Grade Union Made Clothing. From Maker to Wearer at One Price

LONDON BRANCH 158 DUNDAS ST.

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