

GRAFTON'S GREAT BOOSTER SALE

GRAFTON'S GREAT BOOSTER SALE OF OVERCOATS

Sixty-seven years' experience in the manufacture of clothing and in suiting the tastes and needs of the men in Canada stand behind the values and assortments in this Great Booster Sale of Overcoats. The result is a collection of Overcoats, the finest in the Dominion. They include all our English Overcoatings, and those made from the best Overcoatings produced in Canada. Single and double breasted models, Ulsters, Tourist Coats, Skirted Models, Raglans, shaped and full box backs. Highest class Coats with many years of good service to each.

Men's regular \$20 Overcoats \$14.98 Men's regular \$24 Overcoats \$18.00 Men's regular \$35 Overcoats \$25.00
Men's regular \$22 Overcoats \$15.98 Men's regular \$27.50 Overcoats \$20 Men's regular \$40 Overcoats \$30.00

Buy a Grafton Overcoat and be sure of getting the very best that is made. Quick and efficient service is assured to all at this Booster Sale. Come—tell your friends; the bargains will be greater than ever.

GRAFTON'S GREAT BOOSTER SALE OF MEN'S SUITS

Variety to please everybody. Conservative models for the mature man; models full of style and snap for the young man. We know all there is to know about making clothing. We know all there is to know about the tastes and clothing needs of the men of Ontario. We brought this combined knowledge to bear in this Great Booster Sale, and the result is an incomparable opportunity for every man or young man to procure just the kind of suit he likes and needs at unrivalled savings. Every suit tailored with the best of journeyman handwork—finishing, trimmings, linings—all best quality.

MEN'S SUITS

Men's regular \$30.00 Suits \$12.98 Men's regular \$30.00 Suits \$22.00
Men's regular \$22.00 Suits \$14.98 Men's regular \$32.00 Suits \$24.00
Men's regular \$24.00 Suits \$16.53 Men's regular \$35.00 Suits \$25.00
Men's regular \$26.00 Suits \$19.53 Men's regular \$40.00 Suits \$30.00

Grafton's Suits win you on Quality, Style and Price.

YOUNG MEN'S SUITS

Young Men's reg. \$24.00 Suits \$18.00
Young Men's reg. \$25.00 Suits \$19.98
Young Men's reg. \$28.00 Suits \$22.00
Young Men's reg. \$30.00 Suits \$24.98
Young Men's reg. \$35.00 Suits \$28.00
Young Men's reg. \$45.00 Suits \$35.00

High prices reign in every necessity everywhere, with this exception. In Grafton's Great Booster Sale you can buy the finest clothing in the market at the lowest price.

Grafton's Great Booster Sale In the Boys' Clothing Department

This season finds this a greater business—an amplified service—an influence reaching a vast community of mothers who for many years have heard of the name of Grafton, and have recognized its inseparable associations with Boys' Good Clothing, properly merchandised, at fair prices. During our many years of clothes making, Boys' Clothing has been our "hobby," and through our earnest endeavors to please boys and satisfy the mothers at all times, we have built up the largest boys' clothing business in the Dominion. Its magnitude exceeds the efforts of any five firms combined. We prize our Canadian boys and their trade. We like the boys and, pardon us, we think the boys like us. We've looked after the boys well in this Great Booster Sale, and have specialized on trim, smart Fall Clothing for them, until we've a line superior to any you'll find in Ontario, with prices, as usual, beyond all competition; and they all come from our own big factory in Dundas, which insures you against any disappointment as to quality, style or durability. Come on, boys, and boys' mothers, we're ready for you with the best service we've ever rendered you.



Great Booster Sale of Boys' Suits

All the up-to-date waistline, panel backs, trench and Norfolk models; ages 7 to 18 years.
Boys' regular \$3.00 Suits \$3.98
Boys' regular \$5.00 Suits \$5.98
Boys' regular \$7.50 Suits \$9.98
Boys' regular \$9.00 Suits \$11.98
Boys' regular \$10.00 Suits \$12.98
Boys' regular \$12.00 Suits \$15.98
Boys' regular \$14.00 Suits \$18.98
Boys' regular \$16.00 Suits \$21.98
Boys' regular \$18.00 Suits \$24.98

Great Booster Sale of Kiddies' Fancy Suits

Ages 2 1/2 years to 8 years.
Kiddies' regular \$4.00 Suits \$2.98
Kiddies' regular \$5.00 Suits \$3.98
Kiddies' regular \$6.50 Suits \$4.98
Kiddies' regular \$7.50 Suits \$5.98

Great Booster Sale of Boys' Bloomers

Splendid Values—Strong, Durable Materials.
Boys' \$1.25 Bloomers \$1.98
Boys' \$2.00 Bloomers \$2.98
Boys' \$2.50 Bloomers \$3.48
Boys' \$2.75 Bloomers \$3.98
Boys' \$3.00 Bloomers \$4.48
Boys' \$3.50 Bloomers \$4.98
Boys' \$4.00 Bloomers \$5.48

Great Booster Sale of Boys' Overcoats

ULSTERS — BELTERS — TRENCH.
Ages 14 to 20 years.
Boys' \$10.00 Overcoats \$6.98
Boys' \$12.00 Overcoats \$7.98
Boys' \$15.00 Overcoats \$9.98
Boys' \$18.00 Overcoats \$12.98
Boys' \$20.00 Overcoats \$15.98

Great Sale of Boys' and Kiddies' Overcoats

ULSTERS — BELTERS — TRENCH.
Ages 10 to 14 years.
Boys' \$5.00 Overcoats \$5.98
Boys' \$10.00 Overcoats \$12.98
Boys' \$12.00 Overcoats \$15.98

Great Booster Sale of Boys' Overcoats

Fit the Little Fellows Ages 2 1/2 to 10 Years.
Kiddies' \$5.00 Overcoats \$3.98
Kiddies' \$6.50 Overcoats \$4.98
Kiddies' \$10.00 Overcoats \$6.98

Grafton's Where More Folks Are Buying Every Day

Great Booster Sale In the Boys' Department

FURNISHING SECTION.
Boys' 50c Long Stockings 38c
Boys' 75c Long Stockings 50c
Boys' Cashmere and Worsted Stockings, all sizes, at prices 25 per cent less than they can be bought for elsewhere.
Boys' 25c Braces 19c
Boys' 50c Braces 35c
Boys' Caps in goodly number and excellent quality.
Boys' 75c Caps 50c
Boys' \$1.00 Caps 75c
Boys' \$1.50 Caps \$1.20
Boys' \$2.00 Caps \$1.50
Boys' 75c Toggles 48c
Boys' \$1.00 Toggles 68c
Kiddies' Hats in velvet, velvet, tweeds, etc.
Kiddies' \$1.25 Hats 88c
Kiddies' \$1.75 Hats \$1.48
Kiddies' \$2.00 Hats \$1.68

Boys' Print Shirts, pretty designs, neat patterns, endless variety.
Boys' \$1.00 Shirts 68c
Boys' \$1.25 Shirts 88c
Boys' \$1.50 Shirts \$1.28
Boys' \$2.00 Shirts \$1.48
Boys' \$1.00 Work Shirts 68c
Boys' \$1.50 Work Shirts \$1.28
Boys' \$2.00 Work Shirts \$1.48
Boys' Wool Mitts, regular 75c for 48c
Boys' Wool Mitts, regular \$1.00 for 68c
Boys' 75c Leather Mitts 50c
Boys' \$1.25 Nightshirts 98c
Boys' \$2.00 Nightshirts \$1.48

Boys' \$2.00 Pyjamas \$1.48
Boys' \$2.25 Pyjamas \$1.68
Boys' \$1.25 Wool Jerseys 98c
Boys' \$1.50 Wool Jerseys \$1.18
Boys' \$3.00 Sweatercoats \$1.48
Boys' \$2.00 Sweatercoats \$1.28
Boys' \$2.50 Sweatercoats \$1.58
Boys' \$3.00 Sweatercoats \$1.98
BOOSTER SALE OF BOYS' UNDERWEAR.
Boys' 75c Fleece Underwear 58c
Boys' \$1.00 Fleece Underwear 72c
Boys' 75c Merino Underwear 48c
Boys' Wool Underwear at less than mill prices of today. Tremendous stocks, and in all sizes for boys from 5 to 16 years of age.

What Does It Mean?

It means we are going to boost our sales so high this season that all PREVIOUS RECORDS will be broken. We can do it. We will do it. We can't help but do it, for we have the wherewithal to do it, namely:

QUANTITY—QUALITY—STYLE—VALUE—PRICE—SERVICE.

Grafton & Co. believe in low prices and big sales. Grafton & Co. believe, yes, they insist upon an ever-increasing business, and so, for months, this Great Booster Sale has been planned for, elaborate preparations made, tremendous stocks provided, and an unmerciful slashing of prices, until now we are prepared as never before to give the people of Ontario their one great opportunity of expanding the purchasing power of their dollars. This Great Booster Sale started Wednesday, October 1. Take advantage of it. This is the opportunity of your life to buy Clothing, Furnishing Goods, Underwear, Sweaters, etc., at less than mill prices. Our Clothing and Gents' Furnishings are the lowest priced in the world. This is a big statement to make, we grant you, but our prices are lower than they are in England; they are much lower than they are in the United States; they are lower than the mill prices in Canada. They are also the best made in the world. We back this statement up by the unprejudiced opinion of thousands of our customers throughout Ontario. We back it up by the increase in our business during the last five years. We make all our clothing in one of the largest and best-equipped factories in Canada, where only expert designers and workmen of experience are employed. All our cloths—tweed and serges—were bought when wool was the only element entering into its manufacture. This high-grade clothing we sell directly to our customers, through our seven large and finely-equipped stores located at Hamilton, London, Brantford, Peterboro, Dundas, Woodstock and Owen Sound, with just one profit between the manufacturer and the wearer—not three, as is the case when you buy from the ordinary clothing house. These Grafton Stores take care of the price question to your advantage, for we are down on high prices—always have been, and always will be.

GRAFTON'S GREAT BOOSTER SALE OF MEN'S RAINCOATS

Just the time of year to provide yourself with this most useful garment, and at the same time save yourself the necessity of buying a "light-weight overcoat, for these take the place, thus giving you double service. In this Great Booster Sale, Grafton's have made it possible for you to save many dollars, and give you coats that are stylish, durable and dependable.

Men's \$13.50 Rainproof Coats \$9.98 Men's \$18.00 Rainproof Coats \$12.98 Men's \$25.00 Rainproof Coats \$18.00
Men's \$16.00 Rainproof Coats \$11.98 Men's \$20.00 Rainproof Coats \$14.98 Men's \$28.00 Rainproof Coats \$22.00

GRAFTON'S GREAT BOOSTER SALE OF TROUSERS

A tremendous event, offering decided savings from prices that were already the lowest in Canada. This unparalleled advantage results from our unique position as the manufacturers of all our clothing, thus saving our customers the middleman's profit.

Men's regular \$3.50 Trousers \$2.48 Men's regular \$5.00 Trousers \$3.98 Men's regular \$7.50 Trousers \$5.98
Men's regular \$4.00 Trousers \$2.98 Men's regular \$6.50 Trousers \$4.98 Men's regular \$10.00 Trousers \$6.98
Your choice from the largest and best selected stock of Trousers to be found in Canada. Perfect fitting, absolutely correct in style, dependable in wearing.

Great Booster Sale In the Workingman's Department

This great sale will prove a boon to the workingman by saving him many dollars in just the goods he requires at this time of year. We have paid particular attention this season to his needs and have provided a stock of overalls, smocks, work shirts, work socks, work mitts, etc., unequalled by any six firms in Canada.

We manufacture most of these goods in our own splendid factory at Dundas, where sunshine and sanitation prevail; where the highest wages are paid for the minimum hours of work; where only workmen of years' experience in the making of these goods are employed. Every garment in this department carries with it the Grafton guarantee for workmanship, quality, value. Patronize the firm that safeguards your interest, that appreciates your trade, that is the friend of the honest toiler.

Great Booster Sale of Men's Overalls and Cottonade Pants

Reg. \$1.50 Black Bib Overalls \$1.18
Reg. \$1.75 Black Bib Overalls \$1.38
Reg. \$1.90 Bib Overalls \$1.48
This line comes in black, plain khaki, khaki stripe and plain blue, with smocks to match.

Regular \$2.00 Overalls \$1.68
Splendid value—in black, khaki stripe, plain khaki and blue, with smocks to match.

Regular \$2.50 Overalls \$1.98
Extra good quality, in black, blue, blue stripe and cottonade stripe.
Regular \$2.50, blue stripe only \$2.18
Regular \$2.75, blue stripe only \$2.38
Regular \$3.00 Overalls only \$2.48
Extra heavy—best value in Canada, in blue, black and blue stripe, with smocks to match.

Great Booster Sale in Work Mitts

Regular 50c Unlined Mitts 38c
Regular \$1.00 Lined Mitts 68c
Regular \$1.25 Lined Mitts 98c
Regular \$2.00 Lined Mitts \$1.48
Regular 75c Unlined Mitts 50c
Regular \$1.00 Unlined Mitts 65c

Great Booster Sale of Men's Working Shirts

We have specialized for years on Men's Working Shirts. All our shirts are cut large and roomy and good length, buttons sewn on strong, and every seam stitched to stand the strain. The best value today in Canada is our regular \$1.75 shirt, for this sale only \$1.48. Other lines, regular \$1.25, for 88c. Regular \$2.00 shirts only \$1.48. Regular \$2.50 shirts only \$1.68.

Great Booster Sale of Work Socks

Regular 35c Work Socks 28c
Regular 40c Work Socks 32c
Regular 50c Work Socks 38c
An extra special All-Wool Work Socks, in plain and heather mixtures, bought two years ago, and only just delivered from the mills. Regular price \$1.25, for only 75c. A good special Men's Work Cap, regular \$1.00, for only 68c. An extra special heavy Police Work Brace, regular 50c, for 35c. A good strong Brace, regular 25c, for 19c. A full line of Work Handkerchiefs and Mechanics' Aprons at special prices.

Great Booster Sale of Cottonade Pants

Regular \$2.00 Cottonade Pants \$1.68
Regular \$2.50 Cottonade Pants \$1.98
Regular \$2.75 Cottonade Pants \$2.25
Extra Special—Heavy Grey Stripes Cottonade Pants, reg. \$3.00, for \$2.48

A GREAT BOOSTER SALE IN ALL SECTIONS OF OUR WONDERFUL FURNISHING DEPARTMENT

No department in our immense business receives more careful attention than this one; no department in Canada can compare with Grafton's furnishing department in its immensity; none can offer the qualities and price. We are better prepared than ever this season, scores and scores of times bought two and three years ago from the mills at old prices, and every one of these are passed along to our old customers, and to as many new ones who are wise in saving, at prices the manufacturer would not entertain today. Your chance of a lifetime to buy shirts, underwear, sweatercoats, etc., at old-time prices. Don't miss this opportunity now—you'll not have the chance again for years to come.

Great Booster Sale of Fine Dress Shirts

A vast and comprehensive collection. They are well and carefully made of desirable shirtings, in a wide variety of stripes in novelty and neat effect. The prices which follow are out of the ordinary indeed:
Men's \$1.25 Fine Dress Shirts 98c
Men's \$1.50 Fine Dress Shirts \$1.28
Men's \$2.00 Fine Dress Shirts \$1.48
Men's \$2.50 Fine Dress Shirts \$1.68
Men's \$2.50 and \$3.00 Fine Dress Shirts \$1.98

Great Booster Sale of Men's Neckwear

Thousands of Men's Neckwear, correct in every detail of material and pattern. New stripes, figures and self-tone effects. Made by the world's leading manufacturers and now in this great sale at prices you cannot but appreciate.
Men's regular 50c Neckwear 29c
Men's regular 65c Neckwear 38c
Men's regular 75c Neckwear 48c
Men's regular \$1.00 Neckwear 65c
Men's regular \$1.50 Neckwear 98c
A Special Hook-On Tie, 2 for 25c.

Great Booster Sale of Men's Sweaters

Men's \$1.75 Pullover Sweaters \$1.48
Men's \$2.50 Pullover Sweaters \$1.98
Men's \$3.50 Pullover Sweaters \$2.98

Men's Sweater Coats

Men's \$1.75 Sweater Coats \$1.28
Men's \$2.50 Sweater Coats \$1.98
Men's \$3.75 Sweater Coats \$2.48
Men's \$5.00 Sweater Coats \$3.48
Men's \$5.00 Sweater Coats \$3.98
Men's \$6.00 Sweater Coats \$4.98
Men's \$7.50 Sweater Coats \$5.98

Lightweight Cashmere and Cotton Socks

Regular 40c, for 29c
Regular 50c, for 38c
Regular 75c, for 50c
Regular 85c, for 65c

Great Booster Sale of Hats

Men choosing a Fall Hat will find no shortage here, because we have provided literally in kinds, styles and sizes. There are hundreds in all—fresh and new, at prices which men who recognize good value find attractive. We draw your attention to our wonderful Felt Hats, in all the good shapes and colors. Regular price \$5.00, for \$3.50.

Great Booster Sale in Men's Underwear Section.

The largest stock of Underwear in Canada at from 25 to 50 per cent less than they can be bought for elsewhere.
Men's \$1.00 Fleece-Lined Underwear for \$1.25
Men's \$1.25 Fleece-Lined Underwear for \$1.48
Men's \$1.50 Fleece-Lined Underwear for \$1.75
Men's \$1.75 Fleece-Lined Underwear for \$2.00
Men's \$1.00 Merino Underwear 68c
Men's \$1.25 Merino Underwear 88c
Men's \$2.00 Natural Wool Underwear \$1.48
Men's \$1.50 Elastic Rib Underwear 98c
Men's \$1.75 Elastic Rib Underwear \$1.38
Men's \$1.50 Scotch Knit Underwear 98c
Men's \$1.75 Scotch Knit Underwear \$1.38
Men's Combinations in merino and natural wool, flat knit and rib.
Men's \$2.00 Combination \$1.38
Men's \$2.50 Combination \$1.68
Men's \$2.75 Combination \$1.98
Men's \$3.00 Combination \$2.48
Men's \$3.50 Combination \$2.68
In our Underwear Section, in addition to the above lines, we have extra special values in Elastic Ribbed Combinations in Stanfield's and other noted makes, specially suitable for fall wear. We carry an extensive line of Underwear, made by such celebrated manufacturers as Stanfield, Penman, Zimmermann and Mercury, and many others at much below mill prices of today.

GRAFTON & CO., LTD.

CANADA'S LARGEST CLOTHING MANUFACTURERS,
Factories, Warehouses and Executive Offices, Dundas
Branches at Hamilton, London, Brantford,
Peterboro, Dundas, Woodstock and Owen Sound