

Grafton's Great Triumphant Mid-Winter Sale



FOR nearly sixty-six years Grafton & Co. have been the leading clothing manufacturers in Canada, during such time having created and maintained a high standard of excellence in clothing that has built up for them an unprecedented volume of business unequalled by any firm. At the very beginning Grafton & Co. determined upon a policy to produce and dispense high-grade clothing to their customers at the very lowest possible cost, and so erected their own large factory in Dundas, where all their clothing is manufactured under their own personal supervision. Then, to dispense this high-grade clothing at the lowest possible cost, a chain of seven of the largest, finest and best equipped stores in Canada were organized, at Hamilton, London, Brantford, Peterboro, Dundas, Woodstock and Owen Sound, all owned and operated by Grafton & Co. Thus all expenses incidental to rented property is eliminated, and Grafton & Co.'s clothing is not only the very best quality produced, but is also the lowest in price. Grafton & Co., by the maker-to-wearer plan of selling have given the people some wonderful bargains during these many years, but the present mid-winter sale far exceeds in magnitude and savings any and all our former efforts. Every item enumerated here calls for your careful consideration, and every sale carries with it Grafton & Co.'s guarantee that you must be entirely satisfied or your money back. Come early. Supply your needs for months to come. We have plenty for everybody.

The largest and best assorted stock of winter overcoats we have ever produced during our sixty-six years of manufacturing clothing. These materials, too, were bought two and three years ago, before the heavy advance in prices, and today we are offering you these overcoats at a price far below what any manufacturer in Canada can make them for.

Men's Overcoats, worth \$18.00, for only	\$12.98
Men's Overcoats, worth \$20.00, for only	\$14.98
Men's Overcoats, worth \$22.00, for only	\$16.98
Men's Overcoats, worth \$24.00, for only	\$18.98
Men's Overcoats, worth \$30.00, for only	\$22.48

Men's Overcoats, worth \$32.00, for only	\$24.98
Men's Overcoats, worth \$35.00, for only	\$27.48
Men's Overcoats, worth \$40.00, for only	\$29.98
Men's Overcoats, worth \$50.00, for only	\$37.48

You can have your choice of any model you desire. There is the comfortable ulster, long length and tweed lined, with collar to button close to neck. The natty form or loose fitting model, with self collar or velvet collar, single or double breasted, and in an endless variety of materials and colorings. The always-popular Trench coat, the pride of all young men, or the Chesterfield, the favorite with the more conservative. In this great assortment we will include all our best meltons and heavers in blues, blacks and greys.

Here's the Chance of a Season to Get a Suit at a Big Saving

Men's regular \$28.00 Suits only	\$19.98
Men's regular \$30.00 Suits only	\$22.48
Men's regular \$32.00 Suits only	\$24.98
Men's regular \$35.00 Suits only	\$27.98
Men's regular \$37.50 Suits only	\$28.98

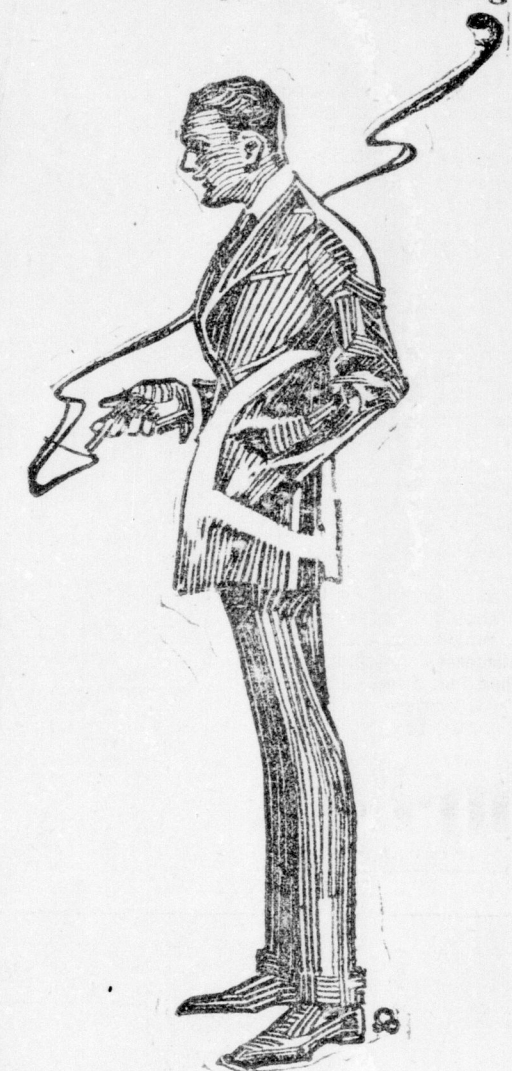
Men's regular \$24.00 Suits only	\$16.98
Men's regular \$22.00 Suits only	\$14.98
Men's regular \$20.00 Suits only	\$12.98
Men's regular \$15.00 Suits only	\$9.98
Men's regular \$12.00 Suits only	\$8.98

Trousers at a Big Saving

Here's the greatest opportunity you've ever had to get a pair of good Trousers at a big saving. We made these Trousers ourselves from woollens bought many months ago—that saves you a lot. Then on top of that, we've knocked about 30 per cent to 40 per cent off our regular prices just to prove to you that we are down on high prices.

Men's Trousers, value \$2.00, for	\$1.48
Men's Trousers, value \$2.50, for	\$1.98
Men's Trousers, value \$3.50, for	\$2.48
Men's Trousers, value \$4.00, for	\$2.98

Men's Trousers, value \$4.50, for	\$3.48
Men's Trousers, value \$5.00, for	\$3.98
Men's Trousers, value \$6.00, for	\$4.98
Men's Trousers, value \$7.50, for	\$5.98



Smocks and Overalls

For the workingman we are going to demonstrate the fact to you during this sale that no other house can give the values to equal Grafton & Co. in the goods you need in your daily work at prices below the cost of manufacturing to-day.

Men's Black Smocks and Overalls, worth \$1.75	\$1.48
Men's Black Smocks and Overalls, worth \$2.00	\$1.68
Men's Blue Stripe Overalls, worth \$1.75	\$1.48
Men's Heavy Cottonade Pants, worth \$2.75	\$22.40

Men's Fur-Collar Overcoats

Whenever you buy these garments from us you always save the retailer's profit. That's quite an item, but in this great sale we are going to give you a straight 20 per cent discount off our prices, and that gives you all our profit. All-Wool Beaver Coats, astrachan and quilted linings, 50 inches long, with lamb, seal and otter collars.

\$28.00 Coat, less 20 per cent	\$22.50
\$35.00 Coats, less 20 per cent	\$28.00
\$45.00 Coats, less 20 per cent	\$36.00

BOYS' CLOTHING OF THE HIGHEST QUALITY AT LOWEST PRICES

Mothers, your interests are ours, and in this great sale we have provided lavishly for you and your boy, you in the matter of price, your boy in clothing that will please him and make him the envy of all boys who wear any make but Grafton's. Come and partake of the bargains, the like of which you'll not have offered to you for many a long day.

AGES 3 TO 10 YEARS.

Natty models for the little chaps, full belt and half belt, cosy and warm.

Regular \$5.00 Coats, only	\$3.98
Regular \$6.50 Coats, only	\$4.98
Regular \$8.50 Coats, only	\$5.98
Regular \$9.50 Coats, only	\$6.98
Regular \$12.00 Coats, only	\$8.98
Regular \$14.00 Coats, only	\$9.98
Regular \$15.00 Coats, only	\$10.98

AGES 11 TO 15 YEARS.

In clever slip-ons and belters.

Regular \$10.00 Coats, only	\$6.98
Regular \$13.00 Coats, only	\$8.98

Regular \$15.00 Coats, only	\$9.98
Regular \$16.00 Coats, only	\$10.98
Regular \$18.00 Coats, only	\$12.98
Regular \$20.00 Coats, only	\$14.98

Boys' Suits, All Ages, 2 1/2 to 18 Years

In as many styles and models as you wish for. Everything new and just right for the season, and at phenomenal money-saving prices.

Regular \$5.00 Suits, for, only	\$3.98
Regular \$6.50 Suits, for, only	\$4.98
Regular \$7.50 Suits, for, only	\$5.98
Regular \$9.00 Suits, for, only	\$6.98

Regular \$10.00 Suits, for, only	\$7.98
Regular \$12.00 Suits, for, only	\$8.98
Regular \$14.00 Suits, for, only	\$9.98

Boys' Odd Bloomers

Made from materials that will stand the strain and stress of vigorous boys. Some of these are made from remnants from our ordered clothing department and are exceptional value.

\$1.75 Bloomers, for	\$1.28
\$2.00 Bloomers, for	\$1.48
\$2.25 Bloomers, for	\$1.68
\$2.75 Bloomers, for	\$1.98
\$3.50 Bloomers, for	\$2.48
\$4.00 Bloomers, for	\$2.98



FURNISHINGS FOR MEN AND BOYS

Just a few of the many astounding values to be found at this triumphant mid-winter sale. The underwear section. Just a word to the thrifty. Get in on these money-savers. Wool Fleece Shirts and Drawers. Regular \$1.50. Sale price \$1.00. Scotch Knit Shirts and Drawers. Regular \$1.25. Sale price .88c. Red Elastic Knit Shirts and Drawers. Regular \$1.50. Sale price .98c. Fleece-lined, in natural shade, shirts and drawers. Regular 85c. Sale price .68c. Natural, extra heavy, elastic knit, shirts and drawers. Regular \$1.50. Sale price .98c.

COMBINATION UNDERWEAR

Some good news for the man who wears these fine one-piece

garments. Men, these are less than mill prices. Just a limited quantity, so get in early. Fine Merino Combinations, light weight. Regular \$1.75 \$1.38. Heavy Merino Combinations. Regular \$2.00 \$1.68. Fine Natural Wool Combinations. Regular \$4.75 \$3.98. Fine Spring Needle Knit Combinations. Regular \$3.25 \$2.48. Fine Elastic Knit Combinations. Regular \$4.50 \$3.38.

SWEATERS AND SWEATER COATS.

Pullovers, coat style, with military collar or shawl collar or the plain V neck office coat. They are here in all the best colors, in fancy or plain knit. Note the values. Men's heavy jumbo knit, in plain colors, shawl collar. Regular \$5.00 value, for \$2.98. Fancy weave, military collar. Regular \$6.75 value, for \$4.98.

Fine flat knit, some with shawl or military collar. Regular \$7.50 value, for	\$5.48
Men's two-toned sweater, shawl collar. Regular \$3.50 value, for	\$1.98
Heavy jumbo knit, shawl collar. Regular \$5.50 value, for	\$3.98
V neck, some in brushed wool. Regular \$6.50 value, for	\$4.98
Fine flat knit, with shawl collars. Regular \$7.50 value, for	\$5.48
Fine heather mixture, military collars. Regular \$6.00 value, for	\$3.98
Jumbo and flat knit, plain colors. Regular value \$8.50, for	\$6.98

THIS SECTION IS A BOON TO THE WORKINGMAN.

Work Shirts, in drill chambray. Regular \$1.25	.88c
Work Shirts, in black and white and plain colors. Regular \$1.50	.98c
Work Shirts, in heavy drill, black and white stripes and flannelette. Regular \$1.75	\$1.18
Work Socks, cotton and wool mixture, medium weight, wool and heavy wool.	
Regular 25c value, for	.18c
Regular 35c value, for	.28c
Regular 50c value, for	.38c
Regular 65c value, for	.48c
Regular 75c value, for	.50c

GRAFTON & CO., LIMITED

CANADA'S GREATEST CLOTHING MANUFACTURERS