

Makers of High-Grade
Union-Made Clothing

GRAFTON & CO.

No Middleman's Profit---From
Factory to Wearer Direct

Three More Weeks of This GREAT CHRISTMAS SALE

Every man in London, and especially if a man of family, should make it an iron-clad rule always to save a part of his daily wage, however small the sum. Habit of economy, frugality and thrift means ultimate independence.

And every housewife in London should insist upon her lord and master supplying his own as well as the clothing needs of "the boys" at GRAFTON'S, Canada's Largest Manufacturers and Retailers of High-Grade Union-Made Male Attire.

The difference between Grafton's Suit and Overcoat prices and the prices asked in small clothing stores will help to swell your fund of Christmas money.

Men's Suit Section

Suits that possess the charm of individuality, the "made for you" characteristic of Grafton tailoring, fitting and finishing, and besides the Grafton suiting fabrics are exclusive in tone and texture. Several hundred men's suits have been marked at prices that will be the means of quick action during this Christmas sale.

Lot 1, regular \$ 6.50.	Christmas sale price.....	\$ 3.98
Lot 2, regular 7.50.	Christmas sale price.....	4.98
Lot 3, regular 8.50.	Christmas sale price.....	5.98
Lot 4, regular 10.00.	Christmas sale price.....	6.98
Lot 5, regular 12.00.	Christmas sale price.....	7.98
Lot 6, regular 14.00.	Christmas sale price.....	8.98
Lot 7, regular 16.00.	Christmas sale price.....	9.98
Lot 8, regular 18.00.	Christmas sale price.....	11.98

Boys' 3 and 2 Piece Suit Section

500 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 care and skill as the men's suits. Every known fashion for boys is represented in this complete exposition of juvenile styles for winter 1910-1911 Christmas sale.

THREE PIECE SUITS.

Lot 1, regular \$3.00.	Christmas sale price.....	\$1.99
Lot 2, regular 3.50.	Christmas sale price.....	2.49
Lot 3, regular 4.50.	Christmas sale price.....	2.99
Lot 4, regular 5.00.	Christmas sale price.....	3.49
Lot 5, regular 6.50.	Christmas sale price.....	3.99

TWO-PIECE SUITS.

Lot 1, regular \$1.75.	Christmas sale price.....	\$1.19
Lot 2, regular \$2.00.	Christmas sale price.....	1.29
Lot 3, regular \$2.50.	Christmas sale price.....	1.49
Lot 4, regular \$3.50.	Christmas sale price.....	2.49
Lot 5, regular \$4.00.	Christmas sale price.....	2.99

Boys' and Children's Overcoat Section

The neatest, warmest and best overcoats in town for the little chaps; military, auto and other styles trimmed with buttons, fancy anchors, etc.; warm chevrons and friezes, tailored in neat styles that will make a manly boy of the little fellow. Christmas sale.

Lot 1, regular \$3.00.	Christmas sale price.....	\$1.99
Lot 2, regular 3.50.	Christmas sale price.....	2.49
Lot 3, regular 4.00.	Christmas sale price.....	2.99
Lot 4, regular 5.00.	Christmas sale price.....	3.49
Lot 5, regular 6.50.	Christmas sale price.....	3.99

Men's Trouser Section

Thousands of pairs of men's trousers lined up for your picking. A forceful demonstration of what can be accomplished by the largest manufacturers of men's trousers in Canada, with its wonderful organization demanding the highest-grade fabrics and manufacturing in our own factories for the people, you side-step the profits that you pay the ordinary clothing store buying from us under ordinary conditions. Christmas sale prices:

Lot 1, regular \$1.25.	Christmas sale price.....	\$.79
Lot 2, regular 1.50.	Christmas sale price.....	.98
Lot 3, regular 1.75.	Christmas sale price.....	1.25
Lot 4, regular 2.00.	Christmas sale price.....	1.48
Lot 5, regular 3.00.	Christmas sale price.....	1.98
Lot 6, regular 3.50.	Christmas sale price.....	2.48
Lot 7, regular 4.00.	Christmas sale price.....	2.48
Lot 8, regular 4.50.	Christmas sale price.....	3.48
Lot 9, regular 3.50.	Christmas sale price.....	3.98



Grafton's Men's and Young Men's Suits

THIS GREAT CHRISTMAS SALE will place before you an aggregation of overcoat styles such as you have not had the opportunity of witnessing before. More than fifteen distinct models are shown by this great overcoat house. The much-desired hang, the absence of wrinkle in the back, the perfect shoulders, the close-fitting collars and flat expert inspectors. Flawless fabrics only are used to build the Grafton High-Grade Overcoats. Christmas sale prices:

Lot 1, regular \$ 6.50.	Christmas sale price.....	\$3.98	Lot 3, regular 8.50.	Christmas sale price.....	5.98	Lot 5, regular \$12.00.	Christmas sale price.....	\$7.98
Lot 2, regular 7.50.	Christmas sale price.....	4.98	Lot 4, regular 10.00.	Christmas sale price.....	6.98	Lot 6, regular 15.00.	Christmas sale price.....	9.98
Lot 7, regular 18.00.	Christmas sale price.....	12.98				Lot 8, regular 20-and \$22.	Christmas sale price.....	14.98

Gents' Furnishings, Gloves, Underwear, Hosiery, Mufflers and Sweaters

Bartell Patent Pocket.

1,500 garments of Men's Sanitary Fleece-Lined Underwear, well trimmed and in sizes 34 to 42. Worth 50c a garment, Christmas sale.....**29c**
600 garments of Heavy Knit Elastic-Ribbed Underwear, pure wool and unshrinkable. Worth \$1.25 a garment, Christmas sale.....**75c**
100 dozen Men's All-Wool Underwear, in plain Scotch knit, sizes 34 to 40. Regular 75c a garment, Christmas sale.....**50c**
100 dozen Boys' Heavy School Stockings, worth 50c, Christmas sale price.....**25c**

75 dozen of Perrin's and Dent's Kid Gloves, a fine light weight and the heavy fall weight driving gloves; not one pair worth less than \$1.25. Christmas sale.....**79c**
50 dozen Kid and Mocha Llama-Lined Gloves, with gusset. Regular values \$1.50, Christmas sale.....**\$1.00**
Very latest styles in Silk Mufflers, Silk Squares and Long Silk Hemstitched and Made-Up Mufflers, in satin and silk weaves. Christmas sale price.....**35c up to \$3.00**

Phoenix Mufflers, in plain and fancy shades, 50c values. Christmas sale price.....**25c**

Men's Sweaters

The greatest bargains ever. Plain and knitted sorts, in heavy ribbed, plain wools and fine jerseys. Wistaria, black, red, navy, green, brown and combinations.
Regular \$1.25, Christmas sale.....**.75**
Regular 2.00, Christmas sale.....**1.25**
Regular 2.50, Christmas sale.....**1.75**



The Collar for every day.

Grafton's Clothing is made by Union Men, in clean, sanitary workrooms, in our own large factories, and combines the most careful selection of materials and the most skilled workmanship, directed by expert tailors. In the Seven Cities and Towns represented Grafton & Co. have always done, and are doing, absolutely the largest business. There's a reason.

UNION-MADE
CLOTHING.

GRAFTON & CO.

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CLOTHING.

FACTORIES AND WAREHOUSES, DUNDAS, ONT. BRANCHES—LONDON, HAMILTON, WOODSTOCK, BRANTFORD, PETERBORO, OWEN SOUND, AND DUNDAS, ONTARIO.