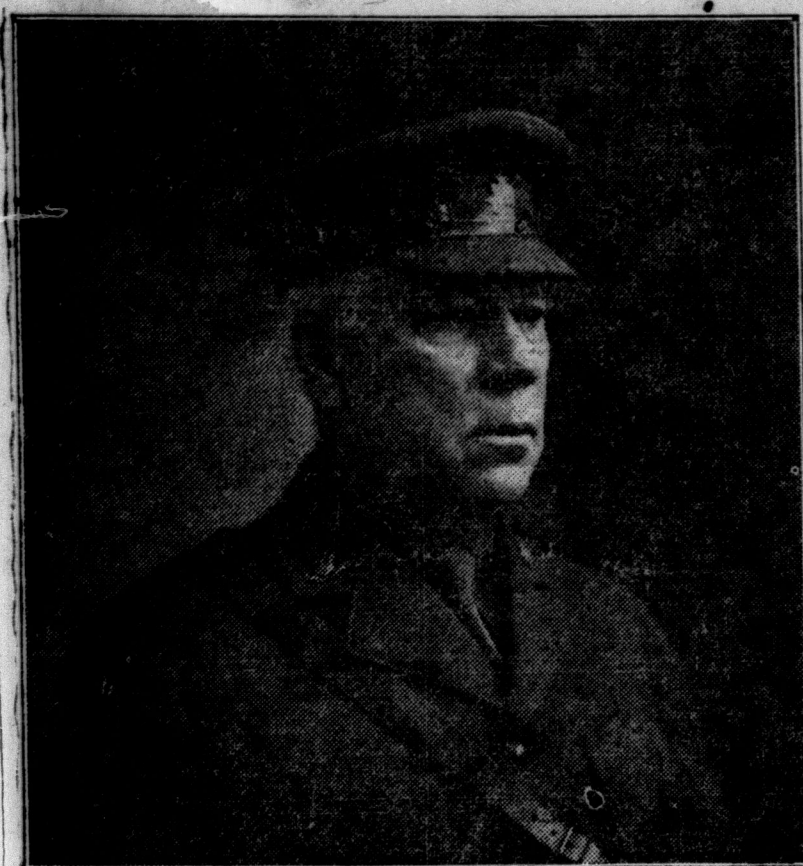


# Leading London Business Keeps Step With City's Growth



COL. GRAFTON, President Grafton Co., Limited.



Handsome front of Grafton's New London Store. 152-154 Dundas Street.

The roof, the cornice and metal ceiling of the new Grafton Store are the work of

**J. A. BROWNLEE**  
**HARDWARE AND SHEET METALS**  
**385-387 TALBOT ST.**

We are proud to have you look up to them because we know each is an example of expert workmanship.

We will appreciate an opportunity to estimate on your sheet metal, roofing material, or hardware supplies

Phone 652.

## Beautiful and Up-To-Date Is Spacious New Home

Grafton & Co., Limited, Specialize In Men's Wear, But Provide Restroom For Women Shoppers.

"One of the finest stores of the kind in the country," exclaimed a prominent Dundas street businessman yesterday afternoon, as he stood in front of the new Grafton & Co. Limited, premises, at 152-154 Dundas street, admiring the spacious triple show windows on granite base, the mosaic flooring of the broad entrance area, and the general effect of up-to-dateness and prosperity, combined with unimpeachable taste. First impression created by the exterior is strengthened with every step of a tour of inspection inside. One hundred and eighty-three feet from the entrance, right through to Carling street, a whole block, the great show room extends, to end in a wall of glass, through which the light floods. A breadth of 40 feet gives proportion and spaciousness, while dignity and beauty are promoted by the classical style of architecture, the "beam and post." The procession of pillars down the entire length serve a triple purpose. They support the ceiling. Each and all, entirely incased in mirrors, catch and reflect the light, and solve the problem of conveniently placed looking-glasses.

"Solar" lights give further illumination.

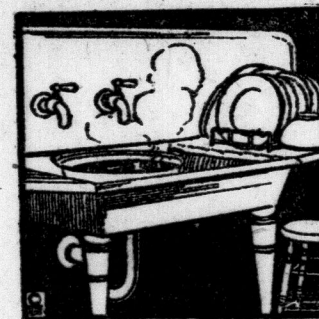
The effect of cheeriness and brightness is enhanced by the golden oak finishing of woodwork and glass-enclosed showcases and cabinets, the cream tint of the graceful drop ceiling.

"Masculine rights" have been emphatically asserted. One-third of the store space is devoted to wear of every description for boys from two to sixteen years of age. But not an article in sight that can be construed into apparel or gew-gaws for women and girls. "Not a thing for women," laughingly asserted the London branch manager, Mr. Joseph F. Hick-ey, to The Advertiser, "but, at the same time, we recognize the fact about seventy-five per cent of the buying is done by the ladies. We are looking after their interests too."

In the city for the formal opening days are Messrs. T. Barry and D. Cahill, officials of the company. Work on the new Grafton store was done by R. G. Wilson and Son, general contractors; Noble and Rich, plumbing and heating; A. J. Bradley, tile flooring; W. T. Pace and Son,

The Heating and Plumbing in the New Grafton Store Was Done By

**NOBLE & RICH**



Whether you want hot water for the kitchen, a steam heating system, or dependable plumbing, let us estimate on your job.

237 Queen's Ave.

Phone 538

The Painting and Finishing in the new Grafton Store was done by

**W. T. PACE & SON**  
**251 Ridout St.**

We will appreciate the opportunity to quote on your Painting.

DON'T PUT IT OFF! PUT IT ON!



### Be Sure of Your Paint Job

The paint job should always be a quality job—for in quality work one will find true economy. The original cost may be a trifle higher than the average, but you're certain of having your work done so it will "look good" for a long time. We believe in saving the surface. Try us.

**W. T. PACE & SON**

251 RIDOUT STREET SOUTH. PHONE 1772.

GRAFTON'S  
 OPENING SALE.  
 All Next Week.  
 See Prices, Pages 8 and 9.



**R. G. Wilson & Son**

GENERAL  
 CONTRACTORS

For the  
 NEW  
 GRAFTON STORE

OFFICE

398 TALBOT STREET

PHONE 1147-W.

**R. G. WILSON**  
 195 College Street.  
 Phone 655J.

**F. C. WILSON**  
 193 College Street.  
 Phone 655W.

The beautiful tile flooring you pass over entering the new Grafton Store is the handiwork of

**A. J. Bradley**  
 expert on  
**TILE AND MANTEL  
 WORK**

Let me estimate on a new floor for your store or a modern bathroom. Tile is the cheapest in the end, lasts a lifetime, always bright and easy to keep clean.

23 RAYMOND AVE.

Phone 5959-W.

**THE GRAFTON AWNING**

Is a  
**CARTER  
 AWNING**

Phone  
 6197



We Make Everything Made of Canvas.

351 Glebe St. **CARTER'S** London, Ont.

The Electrical Work In the  
 New Grafton Store

Was Done By

**BOWLEY ELECTRIC**



Electric Contracting  
 Electric Fixtures  
 Electric Wiring  
 Electric Stoves  
 Electric Sweepers  
 Electric Washers, etc.

### During Housecleaning

Is a good time to have special outlets put in for the use of electrical appliances. We invite you to see

**The Westinghouse  
 Electric Stove**

The Stove of Best Satisfaction.

306 DUNDAS STREET.

PHONE 2203J.