GRAFTON & CO.

CANADA'S LARGEST MANUFACTURERS OF SUPERIOR CLOTHING

Another Big Day's Demonstration of Supreme Value-Giving By London's Most Economical Clothing Store

A Big Drop In the Prices of Clothing

A sharp reduction, a tumble in the price that proves once more that we are down on high prices, and that the Grafton store is a real benefit to London and surrounding country. Hundreds have thoroughly convinced themselves, t his spring, that our prices are not only the lowest, but our quality the highest shown in this city. The reason is simple. We are manufacturers; no middle man's profit to pay—a direct connection with the sources of supply, an immense output through our chain of seven stores; hence our ability to give you every advantage in price and quality. Can any other dealer give you these advantages? Look around, compare prices and qualities; then you'll soon se lect Grafton's for your favorite clothing store.

SOME SPECIAL WEEK-END BARGAINS

Men's Flannelette Night Shirts

Neat patterns, extra quality. Regular \$3.00. Saturday \$1.98. An extra good White Cotton Nightshirt. Regular \$2.50. Saturday only \$1.48.

MEN'S PYJAMAS. Sizes 34, 36, 38. Fine soisette, in cream color. Regular \$1.50.

Saturday, \$3.00. Fire White Check Nainsook. with silk frogs. Pearl buttons. Regular \$4.00. Saturday, only, Men's Outing Shirts Attached collar. Splendid value. Regular \$2.00. Saturday

only \$1.48. A Fine Dress Shirt, neat patterns, refined designs. Regular \$3.00. Saturday \$1.98.

Two Very Special Lines Cotton Socks

Black, tan, grey, white. Regular 40c. Only 29c.

Regular 50c. Only 39c.

Navy Etons and Golfers, onepiece tops. Regular \$1.00. Sat-urday only 75c.

Boys' Long Stockings Extra good for school wear. Regular 55c. Saturday only 38c.

Our Great Boys' Department

Always alert to the needs of the boys, is extra well stocked for Saturday's selling. Mothers, how many times a day are your boys' clothes put to severe test? Running, jumping, climbing, wrestling, and a thousand and one other things that a lively boy finds to do mean hard wear for his clothes. They have to be good clothes to stand it. Grafton's Boys' Clothing is made to stand all these strenuous tests-that's why they give such good service.

Boys' Suits Specially Priced for Saturday

In a wide range of models, including Norfolks, belters, trench and waistlines, made from Canadian and English tweeds

> \$5.98, \$6.98, \$7.98, \$8.98 Up to \$18.00

Boys' and Girls' Spring Reefers Ages 21/2 to 11 Years.

Snappy little Coats that put the finishing touch to the little one's dress. Serges, tweeds and homespuns. Brass or plain buttons, emblems on sleeves.

\$3.98, \$4.98, \$5.98, \$6.98 Up to \$15.00

MEN'S AND SUITS
YOUNG MEN'S

In material, in design, in tailoring—these suits are of the superior type produced by Grafton Shops. It is unusual to find clothes of merely average quality at so low a price. To find clothes of Grafton standard at these figures is an event-an extraordinary event. There is a wide variety of materials, patterns and models, in all sizes from 34 to 42. To men who seek a combination of unquestioned quality and unusual value, here's your opportunity.



The high cost of living can be brought down appreciably by taking advantage of our remarkably low prices. We give you the opportunity-it's up to you.

OUR POPULAR HAT DEPARTMENT

the finest collection of High-Grade Hats to be found in Canada, including every shape, color imaginable, and the beauty of it all is every hat marked without a middleman's

INSTANT

POSTUM

Costs less-tastes good

and helps health

where coffee hurts

Switch now-Test tells

"There's a Reason"

Postum is sold by all grocers

Made by Postum Cereal Co. Ltd.

Windsor, Ont.

DONO DO DO DO DO

Men's Tweed Hats

Regular \$4.00 Hat only\$2.75 Regular \$5.00 Hat, only\$3.50

A Wonderful Showing in Felt Hats Greens, browns, blacks, greys, staple and novelty shapes. Anything you and novelty shapes. Anything you could wish for.

Regular \$4.00 Hat, only \$3.00 Regular \$5.00 Hat, only \$3.50 Regular \$7.50 Hat, only \$5.00 Regular \$8.00 Hat, only \$6.00 Regular \$8.00 Hat, only \$7.00 Regular \$10.00 Hat, only \$7.00

J. HICKEY, Manager,

QUEBEC'S PREMIER DINES WITH KING

London, May 13 .- (Canadian Press). Premier and Lady Gouin lunched with the King and Queen today at Buckingham Palace. The premier was also notified today that he had been created commander of the Legion of Honor. The insignia will be officially conferred in Quebec by the president of the Francoican committee. Premier Gouin on the Minnedosa tomorrow.

PRICE OF BREAD WILL FOLLOW LEAD OF FLOUR

Brantford Bakers and Millers Ar nounce Unpleasant Fact To

BRANTFORD, May 13 .- Announcenent was made by local millers today that the price of flour had advanced 80 intimated that as soon as present stocks in the local bakeries are exhausted there will be an increase in the price of bread, with a second in-crease in the not far distant future.

CHANGES IN DRY LAW UNDER FIRE IN LEGISLATURE

cents a hundred pounds. It was also Members Object To License

R. L. Brackin (Liberal, West Kent), vigorously attacked the clause in the proposed amendments which gave sanction to the Ontario license commissioners to cut off any doctor "for any cause which the board may think sufficient." He exclaimed: "It is not right that the control of the medical profession should be in the hands of the chairman and his associated and his assoc

out and get it by surreptitious means rather than through circuitous legal channels.

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D. McDonald, of game and fisheries department, that Hon. F. C. Biggs is giving a new license for fishing in Lake Nipissing to Capt. J. A. Brown of Elgin County after his license was cancelled LOANS FROM PROVINCE

Capt. Brown had a contract with the Government to sell his whole catch to the department, but is said to have sold to a private firm in Port Dover. Mr. McDonald said he did not know why Mr. Biggs is again letting privileges to Brown.

TORONTO, May 13.—Co-operative associations in the provinces whose purpose is the cleaning, storing and marketing of seed and potatoes will be able to borrow money up to \$3,000 from the Provincial Government, if a bill mortgages are required as securities. the department, but is said to have sold to a private firm in Port Dover.

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Sociations in the provinces whose particles whose particles

minister of agriculture, becomes effecive. The bill says the money may be loaned for the purpose of acquiring quarters and equipment. The loan

IN LEGISLATURE Exceptional Bargain TOTAL OF THE PROPERTY OF THE P Sale of Dresses There's an easy way Instead of carrying over any Tricotine or Wool Jersey Dresses, we to beat the high price of coffee!

have decided to clear them out immediately. Sales will be run every day this week until every dress disappears. They will be priced regardless of cost, All dresses selling at certain figures will be grouped together and then priced at a figure that will compel sales.

Tomorrow Every Dress Priced at \$39.50, \$42.50, \$45.00 Will Be Sold At

\$29.50

Not an old style in the lot. Many arrived too late for early spring trade or they would have been sold now. There are dozens of styles to choose from, straight line-basque and coat effects-some come with separate skirts. The majority of these Dresses are nav, blue, other shades being seal, taupe,

garoo, sand, grey. Every Dress priced at \$47.50, \$49.50, \$52.50, \$55.00, \$35.00 will be sold at There Are All Sizes, 16 to 40.

If you have any intention of getting a dress-if you need one for street wear, business wear, the country or seaside wear-don't miss these sales. SEE WINDOW DISPLAY.



2121/2 DUNDAS STREET

EIGHTEEN STORES IN CANADA