

GRAFTON & CO.'S GREAT VICTORIOUS PEACE SALE

THE BIGGEST ATTRACTION OF ITS KIND EVER HELD IN CANADA

During the entire period of the war Grafton & Co. provided Clothing and Furnishings of the very highest quality, at prices so far below all competitors, that it brought to us a record business. Anticipating the enormous rise in prices that war invariably causes, Grafton & Co. procured a mammoth supply of Serges, Tweeds, Worsteds, Linings and Furnishings, sufficient for many years' demand, at prices prevailing before the heavy advance, and owing to our foresight and unlimited resources, we are fortunate in still having on hand tremendous stocks of high-grade goods. Now, after four and a half years of the best value-giving in our career, and while prices are still soaring, Grafton & Co., to show their appreciation for the patronage and confidence of the thousands and thousands of customers throughout Canada, will start on

SATURDAY, JULY 5, at 9 a.m., THE MOST GIGANTIC MONEY-SAVING SALE

in the history of this 67-year-old clothing house. Remember, Grafton & Co. for the past 67 years have been leaders in and



Remarkable Sale of Men's Suits

Grafton's Suit—Style—Quality—Value.

All three combined. Where in all the clothing world would you look for finer suits than at Grafton's? And yet, we offer you during this Great Victorious Peace Sale your choice from the largest and most complete stock of the finest and best made men's suits you have ever cast your eye upon, and at such low prices that you may well ask how can they do it. Well, we do it. All we ask is for you to come to our store and we will prove it.

Men's Superior Tweed Suits

Made from good, substantial Canadian Tweeds.

Men's regular \$18.00 Suits for \$10.98
Men's regular \$20.00 Suits for \$12.98
Men's regular \$22.00 Suits for \$14.98
Men's regular \$24.00 Suits for \$16.98

Great Value in Men's Fine Worsteds Suits

Men's regular \$28.00 Suits for \$19.98
Men's regular \$30.00 Suits for \$22.00
Men's regular \$32.00 Suits for \$24.00
Men's regular \$35.00 Suits for \$25.00
Men's regular \$38.00 Suits for \$28.00
Men's regular \$40.00 Suits for \$30.00

Every one of these suits is from our regular stock—made for this season's selling on the most improved models and in the customary Grafton way, and stands for Clothing Service, Satisfaction and Economy.

TO ALL RETURNED SOLDIERS

Our hats are off! Our hands are out! Shake!

We are glad the war is over and won. We realize the part you have taken in bringing victory to the Allies; the sacrifices you have made, the honors you have gained. We most heartily congratulate you. During your absence we have tried to support you to the best of our ability, and now that you are home we want to make the cost of living as easy for you as possible. All our stores in Ontario bid you welcome, and, in addition to our always low prices, we will give you a very substantial discount, as well as other special inducements.

Tremendous Reduction in MEN'S TROUSERS

Thousands and thousands of Trousers. Every pair perfect in fit, correct in style, faultless in workmanship. Here's an opportunity unprecedented in the history of the trade to lay in a supply at prices unmatched by any dealer in Canada. The materials from which these Trousers are made were procured two and three years ago, hence you are assured a quality impossible to procure elsewhere.

\$2.50 Trousers only \$1.98
\$3.50 Trousers only \$2.48
\$4.00 Trousers only \$2.98
\$5.00 Trousers only \$3.98
\$6.00 Trousers only \$4.98
\$7.50 Trousers only \$5.98

SERVICE OUR STRONG LETTER OF RECOMMENDATION

GRAFTON'S EXTRAORDINARY FURNISHING DEPARTMENT. AMAZING REDUCTIONS FOR THIS GREAT VICTORIOUS PEACE SALE.

Grafton & Co. occupy the premier position in the Furnishing Goods trade in Canada today. We have the largest stock of Men's and Boys' Furnishings in the Dominion, and not only is our stock the largest and best assorted that you can find anywhere, but the prices are 25 to 50 per cent less. This season our leadership is more pronounced than ever. Space allows for mention of only a few of our Special Values.

NECKWEAR—The most comprehensive assortment of elegant neckwear ever shown in Ontario, made with the care and fine workmanship rich materials deserve, and we have marked them at a price gratifying to men quick to recognize good value. 38c for 65c value, 50c for 75c value, 68c for \$1.00 value, 98c for \$1.50 value, \$1.28 for \$2.00 value.

WASH TIES—In abundance. 18c, 25c and 35c. CAPS—Men's Tweed and Silk Caps, very special value, regular \$1.00 for only 68c, regular \$1.50 for only 98c.

STRAW HATS—An extraordinary bargain in Men's Straw Hats, 88c, regular \$1.50. Other lines \$1.50, regular \$2.00, regular \$2.50.

A FINE PANAMA HAT, only \$2.98, regular \$4.00. Large Brim Straw Hat only 25c, suitable for garden work.

FELT HATS—All the latest styles in soft and hard felt, specially priced for this sale. Your savings here are about one-third less than hat store prices. Prices range from \$3.50 to \$5.00.

FINE LINEN HANDKERCHIEFS—25c, 35c and 50c. MEN'S BATHING SUITS, in great variety, cotton, cotton and wool, and all-wool, especially priced at 75c, \$1.00, \$1.50. Other lines in great assortment from \$3.50 to \$5.00.

UMBRELLAS—A snap at only \$1.00, worth \$1.50. Other lines in great assortment at \$1.50, \$2.50, \$3.50 to \$6.00.

JEWELRY—Immense selection of fine jewelry, in Links, Cuff Buttons, Soft Cuff Links, Pins, Collar Buttons and Combination Sets from 10c up to \$10.00.

UNDERWEAR SECTION—We are the greatest underwear house in Canada. Our prices are fully 50 per cent lower. Try us at this sale and see. Think of buying Balbriggan Shirts today for 25c. Well, we have thousands at that price. Better buy a dozen, Balbriggan Shirts and Drawers, 75c for 40c, \$1.00 value for 50c and 60c, \$1.25 value for 75c.

Extra Value-Giving Sale in MEN'S RAINCOATS

STYLISH—DURABLE—DEPENDABLE.

The most useful garment a man can have in his wardrobe. Many can be used to take the place of the ordinary "spring overcoat." The prices we here quote are much lower than the cost of production. Take advantage of the savings offered in this sale.

Men's Waterproof Coats, worth \$13.50 \$ 9.98
Men's Waterproof Coats, worth \$16.00 \$11.98
Men's Waterproof Coats, worth \$18.00 \$12.98
Men's Waterproof Coats, worth \$20.00 \$14.98
Men's Waterproof Coats, worth \$25.00 \$18.00

FURNISHINGS—BOYS' SECTION

Immense quantity of Boys' Dress Shirts, Madras and Print, neat patterns and fast colors, 55c worth 85c, 88c worth \$1.25, 98c worth \$1.50, \$1.28 worth \$1.75, \$1.38 worth \$2.00.

FINE NEGLIGEE SHIRTS—Collars attached, 98c worth \$1.25, \$1.18 worth \$1.50.

BOYS' STRONG WORK SHIRTS—68c regular \$1.00, 98c regular \$1.50, \$1.18 and \$1.28 regular \$1.75, \$1.38 and \$1.48 regular \$2.00.

BOYS' LONG STOCKINGS—Cotton, 38c worth 50c, 50c worth 75c.

BOYS' LONG STOCKINGS—Wool, 78c worth \$1.00, 98c worth \$1.25, \$1.18 worth \$1.40.

BOYS' JERSEYS—Short and long sleeves, plain white, blue and red or combination colors, in cotton, 39c worth 50c, 50c worth 75c.

WOOL JERSEYS—\$1.48 worth \$2.00, \$1.98 worth \$2.50.

BOYS' BATHING SUITS—Big assortment from 40c to \$1.48.

BOYS' SUSPENDERS—15c, 20c and 25c.

BOYS' BELTS—25c, 35c and 50c.

BOYS' NECKWEAR—25c, 35c, 50c. WASH TIES—18c, 25c.

KIDDIES' PLAY SUITS—One-piece, in Blue, Khaki and Maroon, the most sensible garment ever made for little tots to play in—you should see them. Special price \$1.48, just the cost of the material.

manufacturers of the Highest Grade Clothing in the Dominion, making all their own clothing in one of the finest equipped and most sanitary factories in the Province of Ontario. Designed by the world's best artists, and tailored by expert workmen of many years' experience, Grafton & Co.'s Clothing is by far the best made and best value in Canada today. Grafton & Co. are down on high prices. Everything to lessen the cost to their customers that can possibly be conceived is done by Grafton & Co. The public deals directly with Grafton & Co., manufacturers, through the medium of our seven stores, located at Hamilton, London, Brantford, Peterboro, Dundas, Woodstock and Owen Sound, the largest and most modern clothing stores to be found on the continent, all owned and operated by ourselves, thus eliminating all high rents and other unnecessary expenses. Think what all this means to you. Can't you see the reason now why Grafton & Co. can and do save you many profits that are impossible for the ordinary merchant to do? Have all the advantages which a firm like Grafton & Co. can offer. Get all your money's worth. Don't let a third or half be wasted by going to pay for the middleman's profit. Remember the date, JULY 5, at 9 a.m. Take advantage of this marvelous opportunity to save money.

THE WORKINGMAN NEVER OVERLOOKED

And no house in Canada more highly values the patronage of the honest toiler, no house in Canada provides more lavishly for him, no house in Canada carries a larger stock for him to choose from, and certainly no other house in Canada has such low prices and high qualities as Grafton & Co. Nearly all these goods are manufactured in our own splendid factory at Dundas, in an environment of sunshine and sanitation, where the highest wages are paid for the minimum hours worked, i.e., 44 hours work for 48 hours pay. One of the first factories to adopt these regulations; patronize the friend of labor.

MEN'S BLACK BIB OVERALLS.	
Regular \$1.50 for only	\$1.18
Regular \$1.75 for only	\$1.38
BLACK, BLUE STRIPE AND KHAKI OVERALLS.	
Regular \$1.95 for only	\$1.48
Regular \$2.50 for only	\$1.98
BLACK, BLUE, KHAKI AND COTTON OVERALLS.	
Regular \$2.00 for only	\$1.68
SMOCKS TO MATCH.	
Men's Black Cottonade Pants, regular \$2.00, for only	\$1.68
Men's Black Cotton Stripe Pants, regular \$2.40, for only	\$2.18
Men's Extra Heavy Cottonade Pants, in plain grey and striped, regular \$2.75, for only	\$2.25
Men's Extra Strong Striped Cottonade Pants, regular \$3.00, for only	\$2.48
A fine Rubber Coat, three-quarter length, just the proper coat for teamsters or railroadmen, regular \$5.50 for \$4.98. Fastens with clasps that stay fastened.	
Extra special value in Working Suspenders, police or pulley, regular 75c for	35c and 50c
Work Socks, regular 35c for 20c. Regular 40c for 28c. Regular 50c for 38c	
Shop Caps, 25c and 35c. Tweed Caps	\$1.00
BLACK AND BLUE STRIPE OVERALLS.	
Regular \$2.25 for only	\$1.98
BLUE STRIPE OVERALLS.	
Regular \$2.40 for only	\$2.18
BLACK, BLUE AND STRIPE OVERALLS.	
Regular \$2.75 for only	\$2.48
SMOCKS TO MATCH.	
Comparison plainly shows the Grafton Superiority.	
Men's Extra Heavy Black Cottonade Pants, regular \$3.00 for only	\$2.50
Mechanics' Coats and Combination Overalls, best quality	\$3.95
Mechanics' Aprons, only	38c to 69c
Olefin Coats, very best quality and guaranteed waterproof, \$5.50 to \$6.50. Hats to match, 75c.	
Men's Black Balbriggan Underwear, regular \$1.00, for	75c
We have an extra large range of Working Shirts at: Regular \$1.00 for 68c. Regular \$2.00 for \$1.48. Regular \$1.75 for \$1.38. Regular \$2.25 for \$1.68. Regular \$2.50 for \$1.98.	
A very extra special shirt, sizes 14 to 18, worth \$1.75, only	\$1.18
Comfortable Outing Shirt for evening wear, extra special ones at \$1.28	
Work Handkerchiefs	10c, 12½c, 15c and 20c
Work Mitts and Gloves, strong leather and well made, only 38c, worth 50c and 75c. 50c, worth 75c and 85c.	

OUR WONDERFUL BOYS' DEPARTMENT

NOTHING LIKE IT IN ALL CANADA.

The pride of every boy within 50 miles of a Grafton Store; he knows he can get just what he wants—the delight of every mother—she knows the price is right. Sixty-seven years' experience in manufacturing boys' clothing; sixty-seven years studying the interests of mothers, the likes and dislikes of boys; sixty-seven years of energy, brains and money utilized to produce the highest quality boys' clothing at the lowest price. Is it to be wondered at that Grafton & Co. make and sell more boys' clothing than any five firms in Canada put together. Mothers, read carefully through this list; see how much further your dollar will go at Grafton's.

PHENOMENAL SAVINGS IN BOYS' CLOTHING

In all the up-to-date waistline, panel backs, Trench and Norfolk models, made from best Canadian and imported Tweeds, Worsteds and Serges, and for all ages from 2½ years to 20 years.

Boys' regular \$5.00 Suits for only	\$3.98	Boys' regular \$12.00 Suits for only	\$8.98
Boys' regular \$6.50 Suits for only	\$4.98	Boys' regular \$14.00 Suits for only	\$9.98
Boys' regular \$7.50 Suits for only	\$5.98	Boys' regular \$16.00 Suits for only	\$10.98
Boys' regular \$9.00 Suits for only	\$6.98	Boys' regular \$18.00 Suits for only	\$12.98
Boys' regular \$10.00 Suits for only	\$7.98		

BIG SAVINGS IN KIDDIES' FANCY SUITS

Ages 2½ to 8 Years.

Regular \$4.00 Suits for only	\$2.98	Regular \$6.50 Suits for only	\$4.98
Regular \$5.00 Suits for only	\$3.98	Regular \$7.50 Suits for only	\$5.98

SPLENDID VALUES IN BOYS' BLOOMERS

Made from very strong materials, just the goods for boys that are hard on their clothes.			
\$1.25 Bloomers for only	98c	\$3.00 Bloomers for only	\$1.98
\$2.00 Bloomers for only	\$1.23	\$3.50 Bloomers for only	\$2.48
\$2.50 Bloomers for only	\$1.48	\$4.00 Bloomers for only	\$2.98
\$2.75 Bloomers for only	\$1.68		

Good chance for you to get a pair or two for the holidays.

GREAT REDUCTIONS IN BOYS' BLOUSES

A great variety of Boys' Blouses in the latest New York fashions, in handsome Madras, Linen and Percales, in plain white and fancy patterns. We procured these especially for this sale at about a third below regular price—just for your benefit, mothers.

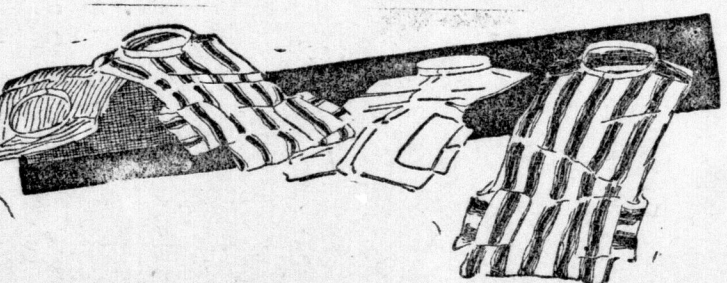
Prices from 48c to \$1.75

BOYS' and KIDDIES' WASH SUITS

Decidedly the largest and most complete stock in Canada. We have certainly exceeded our own expectations in providing for this sale, the most wonderful assortment of Wash Suits for little fellows from 2½ years to 10 years of age. We have been especially particular in selecting materials, being sure to have only such as will retain their shape and color after several tubbings. You can buy these with implicit confidence, and be sure you are saving 100 per cent at our sensational price of only

68c, 75c, 88c, 98c, \$1.28, \$1.48, \$1.68, \$1.98, \$2.28 and \$2.48

FURNISHINGS—MEN'S SECTION



SILK SHIRTS—Two special lines, one at \$4.98, one at \$6.98. These lines were made for us to sell at \$7.50 and \$10.00. Beautiful designs, pretty colors and perfect fitting. Wonderful bargains.

FINE DRESS SHIRTS—Madras, percale and print, in stripes, checks or

SPECIAL VALUES IN BOYS' ROMPERS and OVERALLS

Just the garments for the little tots to play around in the sand. Don't matter if they do get soiled, they will wash good. We have a big line of them and the price so cheap you won't mind buying 3 or 4 pairs.

20c, 35c, 38c, 48c, 59c, 75c, 98c.

Where your money goes the farthest it will be oftenest spent. This is just as sure as water runs down hill, and is more needful today than any time in fifty years. Spend your money where it has the greatest purchasing power, it's your duty to yourself.—Grafton.

BOYS' CAPS

50c, 75c, \$1.00

KIDDIES' HATS, in Straw, Linen, Silk and Tweed

50c, 75c, \$1.00, \$1.25—just a third less than hat store prices.

Tremendous Reductions in YOUNG MEN'S SUITS

Young Men's reg. \$24 Suits only \$18.00
Young Men's reg. \$25 Suits only \$19.98
Young Men's reg. \$28 Suits only \$22.00
Young Men's reg. \$30 Suits only \$24.98
Young Men's reg. \$35 Suits only \$28.00
Young Men's reg. \$45 Suits only \$35.00

The Grafton Stores have for nearly half a century been the Mecca for the overwhelming majority of young men. But in no period of our existence have we offered better value, a larger assortment or greater range of models. The waistline, panel-back and better models predominate, with a large assortment of one and two button form-fitting suits. This is a proposition you can't afford to pass up if you are looking for the ultimate in Value and Style.

GRAFTON & CO., Ltd.

CANADA'S LARGEST MANUFACTURERS OF HIGH-GRADE CLOTHING.

Factories and Executive Offices—DUNDAS. Branches—Hamilton, London, Brantford, Peterboro, Dundas, Woodstock, Owen Sound.