

Keep the
Home
Factories
Busy
When the
Boys
Come
Home.

**BUY
MORE
BONDS**

NOVEMBER XTRA SPECIALS

Boys' \$2.00 English tweed and dixie stripe Bloomers	\$1.10
Boys' \$2.00 school Sweater Coats	\$1.29
Boys' 1-1 Rib Stockings	50c
Boys' \$10.00 Double-Breasted Belter Overcoats, two-way collar; smart snappy overcoats in handsome tweed, ages 8 to 12	\$7.90
Children's sizes, special	\$4.48
Boys' \$10.00 Dark Grey Brunswick Serge Suits	\$7.95
Boys' Heavy, Khaki, Black, Blue and Stripe Overalls.	
Men's \$5.00 Sweater Coats	\$3.79
Men's Winter Weight \$5.00 Trousers	\$3.75
\$6.50 English Whipcord Trousers in dark colors	\$4.95
\$4.00 English Tweed Worsted Finish Trousers; less than "cloth price,"	\$2.95
\$2.50 Heavy American Khaki Trousers	\$1.75
Men's \$5.00 Heavy Lined Work Coats	\$3.48
\$2.50 Extra Quality Khaki Overalls with bib	\$1.95
Warehouse and Factory Coats, \$2.00 for	\$1.48
\$2.00 Railroad Signal Shirts	\$1.48
\$2.75 Extra Heavy Black Overall Pants, without bibs..	\$2.25
\$2.00 Overall Coats, black, blue and blue stripe, 36 to 44	\$1.29
Men's 40c Heavy Rib Sox, 29c or 3 pairs for	\$1.10
65 dozen Havy Pure Wool Sox at less than present cost of the yarn —60c quality, 45c, 3 pairs for	\$1.25
\$1.00 last season's Pure Wool English Made Black Cashmere Rib Sox	85c
Men's Canada's Best \$2.00 Pullover Sweaters	\$1.19
Boys' 75c Blouses	50c
Men's \$2.50 Dixie Worsted Work Trousers	\$1.68
45 dozen Men's Heather Rib Winter Sox, special 50c, 2 pairs	\$1.00
Men's Fleece-Lined Gloves in tan, black, grey	85c

We're Going Over the Top

WITH A BIG

OVERCOAT DRIVE

Saturday at Dowler's

Preparedness was our watchword. Almost a year ago we prepared for this big drive. We made a tour of the largest clothing manufactories in Canada and secured the cloths in big quantities at very special prices, in many cases away below last year's quotations. This was especially noticeable in the better-class English cloths. They included the last available lines of many of the most magnificent cloths ever turned out by English looms—magnificent Plaid-Back Winterproof Crombie's and Martyn's Fleece, Brushes and Non-Wear-Off Chinchillas. These cloths were tailored for us in the slack seasons, according to the very latest dictates of Dame Fashion's latest and smartest styles. Belters, Waist-Seams, Doncasters, Raglans, Motor and Handsome Driving Coats shown here now by the hundreds.

Our free hand in buying, too, in such enormous quantities gives us the first choice of the output of OVER A DOZEN FACTORIES MAKING FOR OVER 360 LIVE STORES. We are not confined to the output of one factory or the designing of a single man.

OVERCOAT HEADQUARTERS--

We're showing hundreds of big comfortable quarter satin lined Overcoats here that cannot be duplicated today in Canada. Regular "Fochs," "Haigs" and "Curries" of the whole overcoat trade. Come in and see them—try them on—\$25.00, \$27.50, \$30.00, \$32.50, \$35.00, \$37.50 to \$85.00.

OVERCOAT SPECIAL DRIVE---

Almost a year ago two manufacturers renowned for their exceptionally high grade of fabrics and tailoring, made a special deal with us, long before the prices were set for this season. The result, we are selling overcoats of these best fabrics at \$5.00 to \$15.00 less than any other house in Canada. Come in and get your selection early.

HIGH SCHOOL OVERCOATS---

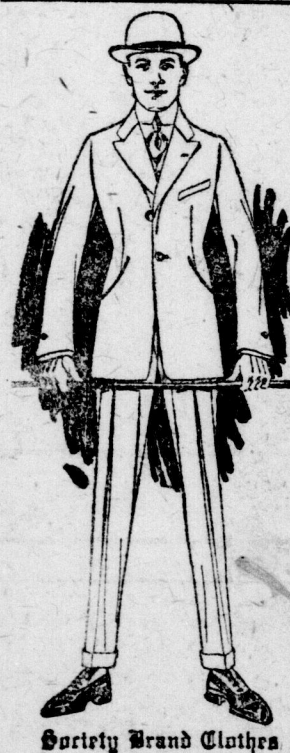
\$7.90, \$10.00, \$12.00, \$14.50, \$16.50, \$18.00, \$20.00. Tailored from the ends of webs of men's cloth. The cloth today in most cases would cost more than we paid for the coats.

HO! YOUNG MEN WHO CARE---

The new "Waistseam" Overcoats are here, the most swaggar coats we have ever shown—Belters, too, Form-Fitters and Full Back Doncasters. They're a handsome lot at a clear saving of 20 per cent to 35 per cent from the regular tailor price. Besides you have the great advantage of seeing the finished coat on

BIG TROUSER SALE---

Over 1,600 pairs of trousers. Every pair absolutely guaranteed for wear. You can save from 45c to \$1.25 in actual cash on every pair from prices shown elsewhere.
\$2.25 Dixie Worsted Stripe Trousers \$1.68
\$2.50 American Khaki Trousers \$1.75
\$4.00 English Worsted Finish Tweed Trousers \$2.95
\$4.50 Trousers \$3.50 \$7.50 Trousers \$5.50
\$5.00 Trousers \$3.89 \$2.00 Boys' Blomers \$1.10
\$6.00 Trousers \$4.50 \$2.25 Boys' Bloomers \$1.69
Other Very Special Bargains at \$1.85, \$2.00, \$2.25 to \$3.50



SPECIAL NOVEMBER SUIT DRIVE----

Last year's cloths in this year's styles at 10 per cent to 20 per cent less than last year's prices—greys, browns, heather, special

We Saved \$1,000

On one hundred bench tailored Blue Serge Suits We are going to hand out every dollar of it during our big November selling, in extra values—the cloth was secured over eighteen months ago. \$45.00 absolutely fast colors. Most houses have to sell these suits at \$50.00 to \$55.00 ... \$35.00
\$20.00 solid wear Tweed Suits \$12.65

De Luxe Suits---

Quarter striped silk lined in very choice, selected cloths \$45.00 and \$37.50

Boys' Hand-Tailored Overcoats---

These were specially designed for Dowler stores and tailored from cloths selected by us from the young men's smartest cloths. \$14.00, \$15.00, \$16.00, \$18.00, \$20.00

BOYS' OVERCOAT DRIVE

Over 500 Boys' Overcoats at, in many cases, less than last season's prices. Melton belters like big brother's, with slash or patch pockets, two-way collars, form-fitting coats, pure wool. Mackinaw Coats, in smart belter styles, reefer coats, too, for smart school or best wear \$4.95, \$6.50, 7.75, \$8.50, \$10.00, \$12.50

CHILDREN'S FANCY OVER- COAT SALE.

155 Coats in the lot, the samples of Canada's best children's clothes maker. Mothers, it will pay you well to make an early selection from these better grade coats.

PURE WOOL SWEATER COATS.

And silk and wools. Handsome ones in stripes, checks and fancy weaves. Big, heavy, 4-ply ones for outdoor wear; snug fitting ones, too, for motoring.

Fur Collar Overcoat Drive---\$18.50---

English beaver cloth, curl cloth linings, marmot fur collars. Regular \$22.50 quality. Other lines at \$25.00, \$32.50 and \$38.00 in Fur-Lined Coats at February prices. Shrewd buyers are making an early selection. Dog Fur Coats, Pony Coats, Mountain Wolf Coats in "firsts" quality. All sizes in stock.



Society Brand Clothes
A Coat of Superb Style Lines

Motor Owners---

The fine roads are your great opportunity to take full advantage of our magnificent stocks in every department, from our immense Overcoat and Suit selection to our extraordinary Overall values—take early advantage of it, the winter may soon be on. You can save enough on a couple of outfits to buy gasoline for a season.

Here Are Some Hose Snaps---

40c Black Cashmerette Hose, 3 pairs \$1.00
55 dozen English Cashmere Hose 50c
Canada's best 85c pure wool Cashmere Socks 65c
\$1.25 pure wool "Craftana" Cashmere Socks 85c
"Dowler Footwarmers," pure wool, heavy rib Socks 60c, 75c and 85c

Extra Quality Shirts---

Our extra quality Shirts are a source of pleasure as well as surprise to our customers, who realize that quality economy is the surest brand. Cluett's first choice quality in extra fine madras, percales, dimities and silks. Every week we show new shipments.

\$2.00 French Flannel Shirts \$1.39

AUTUMN NECKWEAR.

With all the richness of the autumn splendor of color ... \$2.00, \$1.50, \$1.00, 75c and 50c

THE WORLD'S BEST HATS.

The "Borsalino" is here; a full range of shades. "The King," too, and the "Arrow."

CAPS--CAPS.

A Dowler Quality Cap puts the finishing touch on our high-grade quality-economy Suits and Overcoats. Fall and Winter Caps here, including "The Eastern," and "Trees." Engineers' and Shop Caps in all the good makes.



Underwear---

OUR UNDERWEAR DEPARTMENT
IS A WHOLE STORE IN ITSELF

Stanfield's, Penman's Mercury, Jaeger's and England's famous Wolsey, every maker represented in fine early winter weight natural wools, combinations as well as 2-piece.

Stanfield's Heavy Rib Shirts and Drawers \$2.00

250 dozen Penman's heavy wool fleeces, warm, comfortable lambswool fleeces \$1.50

Boys' 2-piece natural wool, heavy wool and fleece. Boys' combinations at special prices.

R. H. & J. DOWLER, Limited

176-178 Dundas Street, London

WHERE WAR PRICE S DO NOT PREVAIL

London, St. Thomas, Windsor, Sarnia