

20th Century, Bench-Tailored Society Brand, and our Dowler Special Clothes and extraordinary Clothing Values are making an extraordinary year's business. Come early. No war profits or prices at DOWLERS.

**Remember the Place 176 and 178 Dundas
LOOK for the Big Electric Sign and Street Streamer**

**The One Great Interesting Business Attraction of
Exhibition Week will be at DOWLERS**

Great 10-DAY EXHIBITION SALE!

of Extraordinary Fall and Winter Clothing Values

We have been noted as Plungers from the start of the war. We Plunged away deep while Plunging was good, and our immense purchasing for spot cash---when cash was scarce with many makers---brought us a big reward in sterling values which we are now going to hand out.

A Big, Bright, Enlarged Store overflowing with the choicest of the Allies' Products in woolens. Fitted out with the most modern space-saving wardrobes. To accommodate our fast-growing trade we have taken in the former stock-rooms and have added their full space to make room to properly display our magnificent array of Fall and Winter Goods for Men, Youths and Boys.

Over \$75,000 Worth of Stock for Men's and Boys' outfitting contracted for, in many cases, over a year ago. Suits, Overcoats and Trousers from such makers as 20th Century, Society Brand, Johnston's New Era, Perfection and Dowler Special, and many others of the most progressive makers, each with their buyers on the ground at the world's best markets.

Visitors to the Big Western Fair will do well to do their winter purchasing here during Exhibition week. Winter Overcoats at extraordinarily low prices. Fur, Fur lined and Fur Collar Coats at February prices during this Sale. Scotch and English Tweed Waterproofs in the new Swagger "Belts," "Balmorons" (very Swagger), Palmattas and Cravettes, Silk-Lined Fall Overcoats, Sunday Best and Everyday Trousers. Wagon loads of warm Winter Underwear, Sweater Coats and Hose. Work Goods at away below present-day factory prices, all ready for our BIG, BUSY, 10-DAY EXHIBITION SALE.

Great Overcoat Sale - \$11.65

275 warm, comfortable driving coats for Motor or Buggy in sizes from 35 to 44; one of our big cash plunging purchases. Coats that are being sold in other stores at \$16.50 to \$18.00. Here's a chance to save a big chunk of cash for gasoline.

\$28.50 Tailored Blue Suits - \$22.00

These are tailored from best 20-oz. west of England Botany pure wool Serges, and acknowledged the best Blue Suit values in Canada. We contracted for enough of this cloth for twenty-one hundred suits of this particular line.

\$35.00 Blue Suits Exhibition Sale \$25.00

160 pure Indigo dye, best British Blue Serge Twill, 20 oz. pure wool; will not shine. Hand-tailored, hand made buttonholes. Equal in every particular to any \$35.00 Blue Suits tailored to order in Canada. Come in and try one on.

Travellers' "Model" O'Coat Sale \$14.95

185 Travellers' Model O'Coats in every style. New, tailored under the most exacting supervision of high-class designers and carried for only a few weeks on the road in special wardrobe trunks by careful travellers; Scotch Plaids, Self-Lined O'Coats, British Overcoatings in such makes as Crombie's, Martin's, Carlsley's and Carr's. Coats for which your tailor would have to charge you up to \$30.00. Come early to this great Demonstration of Dowler value giving, \$14.95.

Our Great Exhibition "Special" Suits \$12.95

Probably never again, until after the war is over, will you be able to buy such suits as these for so little money. Travellers' models worth up to \$18.00, on sale during our Great Exhibition Sale, \$12.95.



HATS HATS
Borsalino, Knox, King

and everything that is new in Hats.
\$2.00 to \$5.00

HANDSOME FALL AND WINTER CAPS.
The greatest range we have ever shown. Every young man should own a stylish cap. Every man should see our selection—\$3.00, \$2.50, \$2.00, \$1.75, \$1.50, \$1.25, \$1.00, to 50c. Distinctly distinctive for newness and colorings.

**Over Four
Tons of
Fall and Winter Underwear
and Warm Winter Sox**

Most of this at last season's prices. We have been piling it in in cases and bales for many moons—Penman's, Stanfield's, Cee Tee, Truknit, Jagers, and many others in fall and winter weights; two-piece and combinations. Many special bargains during our 10-Day Sale. Penman's special 22c. sox, 10-Day Sale, 3 pairs, 50c



SILK-LINED FALL O'COATS, \$15.75
In handsome, dark gray Chesterfields for dress, Sabbath wear and the chilly evenings; standard \$20.00 quality.

\$15.00 FALL O'COATS FOR \$11.75
No matter how warm the weather it will pay you to make your selection early. When the weather is cooler you may find the price "warmer."

BENCH TAILORED FALL OVERCOATS, \$16.50
\$18.00 \$22.50 \$25.00



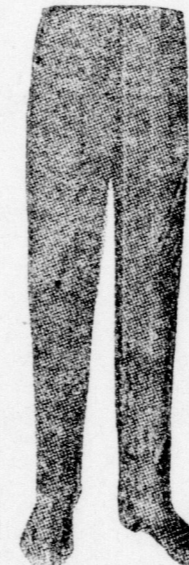
Young Men's Belted and Sport Suits and Overcoats

The Smartest Fall Creations in the new "five-eighth" lengths. The models show the influence of the times, Belters being prominent among the young men's styles. Snappy style suits in Belters. The satisfaction of style and service are stitched into every garment. New ideas in pockets and lapels; distinctly new colorings in Shadow Lawn Greens, Coconut Browns, Copper Browns, Heathers in distinctive shades, Blues and Greys

20th Century and Society Brand

Overcoats and Suits specially designed for our smartest young men's trade and shown only at this store in London. Scores of new masterpieces in swagger styles. Every young man with an eye for the last shot in what's new should see them—\$20.00, \$22.50, \$24.00, \$27.50, \$30.00, and \$35.00.

Exhibition Trousers Bargains



465 pairs English Hairline Tweed Trousers, regular \$4.50 value, all sizes (32 to 42) in Mid and Dark shades of grey, specially priced for Exhibition Week. \$3.75

250 pairs Men's Work Trousers—special \$1.38
400 pairs Men's English Worsted finish, \$3.25 Trousers, specially priced for 10-Day Sale. \$2.39

Extra quality English Worsted Trousers, \$3.50, \$4.00, \$4.50, \$5.00, \$6.00 to \$12.

BOYS' UNTEARABLE STOCKINGS—1-1 Rib, all sizes, 3 pairs for \$1.00.
BOYS' 2-1 RIB STOCKINGS, SPECIAL 29c.
BOYS' SCHOOL CAPS. **BOYS' SCHOOL BLOUSES.**
BOYS' FALL AND WINTER UNDERWEAR.



Society Brand Clothes

Young Men! 20th Century and Society Brand Suits and Overcoats. The world's Top Notchers for smartly tailored clothes—shown ready for your selection.

Raincoat Special \$9.95

Handsome Plaid-lined, Scotch Bannockburn Cloth, that sells regularly for \$15.00.
19 only, Double Texture \$8.90 Coats in dark shades, Balmoroon Style. Exhibition Sale \$5.00

Boys' School Waterproofs Special \$3.90

"Bilbury," "Glengarry" and Kilmarnock Scotch Tweed Raincoats in very handsome colorings. Belted, Balmoroon and Sport Styles for the particular young men and more standard styles for their dads—\$20.00, \$18.00, \$16.50, \$14.00, \$12.50 and \$10.00.

Fur, Fur-Lined and Fur Collar Coats at very Special Bargain Prices. An early selection will pay big dividends on your money.



First Long Suits for Youths

\$12.50, \$14.50, \$16.50, \$18.00

Specially designed for Dowler Stores, Coats, Belted and Pinch-back styles, Trousers neat with Cuffs and Belt Loops. A splendid range of assortment.

BOYS' DEPARTMENT EXHIBITION BARGAINS
\$6.50 Suits for \$4.78.

Sizes 25 to 33—Handsome Dark Grey Norfolks with quiet pattern, good full bloomers, lined throughout. This is an extra special bargain.

BOYS' \$4.50 BLOOMER NORFOLK SUIT, \$3.65

STUDENTS' LARGE SIZE BLOOMER SUITS. In Scotch Heather and handsome Overcheck Tweeds, Belted, Pinch-backs and Norfolks, Manish Suits with Patch Pockets; large full Bloomers. The handsomest range shown in Canada in our new Boys' Department, \$15.00, \$14.00, \$12.00, \$10.00, \$8.50, to \$6.00.

BOYS' SWEATERS in Pure Wool, 3-ply yarn, in all the School Colors; usual three-year wear garments—\$2.50 and \$3.00. Other lines 69c to \$1.50



PEABODYS
OVERALLS
GLOVES
AMERICAN
GOODS
MANUFACTURED
IN CANADA
For Sale by



A Shirt Tale Plainly Told

\$1.25 Fine Shirts for 89c
Full, roomy bodies, good colorings.
Shirts Made for Men's bodies,
sizes 14 to 17.

IT WILL PAY YOU TO BUY A YEAR
AHEAD

Men's Sweater Coats in Abundance

Two, three and four-ply yarns, with and without collars.
Check, stripe, plain, fancy weaves and ribs. From the best makers, at keen prices.

EVERY AUTOMOBILIST SHOULD HAVE ONE

Attractive Bargains in Work Goods

\$1.45 Stiffel Stripe Overalls, blue and black Denims \$1.15
\$1.75 Strong Cottonade Trousers, special \$1.38
Peabody's Best Union Overalls, stripe, blue and black \$1.75

R. H. & J. DOWLER, Limited

176 and 178 DUNDAS ST., LONDON. The Store With The Stock Where War Prices Do Not Prevail. LONDON, ST. THOMAS and WINDSOR.