

There's a Mighty Big Advantage

In Buying Your Winter Overcoat or Suit at Dowler's

MEN, WEIGH THIS MATTER WELL.—No other clothing store in the city enjoys the same purchasing facilities as we do. No other clothing store in this city can go to the makers direct with such enormous spot cash orders that demand such discounts and concessions as we receive with the top notchers of the whole clothing trade of Canada (20th Century and Society Brand), confined to us, and getting the first choice of a dozen others of Canada's most progressive makers. This whole advantage stands out distinctly in our Overcoats and Suits in solid money-saving.

OVERCOATS

WITH QUALITY, STYLE AND VALUE

You can't economize by price alone. You must consider the quality, combined with style, which makes our overcoats so attractive. You can get a better coat here at whatever price you wish to pay, and you can select your style from the largest variety of styles, fabrics and patterns ever assembled by any one firm in Western Ontario. Exceptional values at \$13.50, \$15.00, \$16.50, \$18.00, \$20.00, \$22.50, \$25.00, \$28.50, \$30.00, \$32.00, \$35.00, \$38.00, \$40.00, \$45.00, \$50.00, \$55.00 and \$75.00.

DOWLER STORES' SPECIAL BLUE SUIT, \$22.50

Worth today at a close price \$30.00. Pure wool, fast dye, full weight, blue twill, will not shine, made in several models, to fit any type, young men's, men's, stouts, longs and a splendid range of short men's sizes.



The Biggest SUIT Values In Canada

THIS IS A SWEEPING CLAIM, but we are prepared to back it up to prove it to your satisfaction. Try to duplicate our values, compare these suits with those sold elsewhere at the same or higher prices, keep an eye on the fit and tailoring, the advantage of buying here will be a revelation to you. Every new fall and winter style in nifty young men's and men's suits is shown here in fabrics and patterns of almost every description, selected by expert buyers. Indisputably we show the best suit values in Canada at \$18.00, \$20.00, \$22.50, \$25.00, \$27.50, \$30.00, \$32.00 and \$35.00. Also at \$13.50, \$15.00 and \$16.50.

English Melton Overcoats

Featuring special values at \$16.50, \$18.00, \$20.00, \$22.50, \$25.00. Every size in Chesterfields for dress and big warm double-breasted and ulster styles, mid and dark greys. We certainly show some wonderful values that are not duplicated in Canada. High grade Kilmartin Ulsters, \$35.00 to \$75.00 shown by Dowler stores in Western Ontario.

BELT ALL 'ROUND OVERCOATS

\$16.50, \$18.00, \$20.00, \$22.50, \$25.00, \$27.50 and \$30.00

An elegant showing of these snappy styles for the young men.

Auto Driving Ulsters, \$11.65

380 Men's Heavy Solid Wool \$18.00 quality Auto Ulsters, double-breasted, two-way collar. Purchases at a clearing bargain, where cash was "short" and clothing "long," 36 to 46. This is undoubtedly the best bargain in Ontario.

You'll Find Interesting Values IN OUR ENLARGED BOYS' DEPARTMENT

BOYS' SUITS, \$4.57

Best stock of BOYS' SUITS in Western Ontario, and with the war prices, most of the clothes were contracted for over a year ago. Special values at \$4.57, \$6.00, \$7.50, \$9.00, \$10.00, \$12.00, \$14.00 and \$15.00.

BOYS' HOSE

Best on earth, 50c hose, for \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00, \$6.50, \$7.00, \$7.50, \$8.00, \$8.50, \$9.00, \$9.50, \$10.00, \$10.50, \$11.00, \$11.50, \$12.00, \$12.50, \$13.00, \$13.50, \$14.00, \$14.50, \$15.00, \$15.50, \$16.00, \$16.50, \$17.00, \$17.50, \$18.00, \$18.50, \$19.00, \$19.50, \$20.00, \$20.50, \$21.00, \$21.50, \$22.00, \$22.50, \$23.00, \$23.50, \$24.00, \$24.50, \$25.00, \$25.50, \$26.00, \$26.50, \$27.00, \$27.50, \$28.00, \$28.50, \$29.00, \$29.50, \$30.00, \$30.50, \$31.00, \$31.50, \$32.00, \$32.50, \$33.00, \$33.50, \$34.00, \$34.50, \$35.00, \$35.50, \$36.00, \$36.50, \$37.00, \$37.50, \$38.00, \$38.50, \$39.00, \$39.50, \$40.00, \$40.50, \$41.00, \$41.50, \$42.00, \$42.50, \$43.00, \$43.50, \$44.00, \$44.50, \$45.00, \$45.50, \$46.00, \$46.50, \$47.00, \$47.50, \$48.00, \$48.50, \$49.00, \$49.50, \$50.00, \$50.50, \$51.00, \$51.50, \$52.00, \$52.50, \$53.00, \$53.50, \$54.00, \$54.50, \$55.00, 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