

# This Is a Ringing Message

## To the Men of Western Ontario!!!

### Explanation Why This Sale---

In this very extraordinary and timely cut in the prices of Men's Suits and Overcoats, it may interest many of inquisitive nature why this slash has been made by a firm whose reputation stands high in every community in which we operate, and before the explanation, we would like to impress upon the minds of the many thousands of readers, that we are absolutely satisfied that our stores have done the lion's share of the clothing business of Western Ontario for many seasons, including the one in which we are now operating.

#### BUT THE WEATHER MAN

bids every merchant of live instincts to sell goods, and we as citizens of the best community in the world, know that every man must have clothes, and hundreds of men who were out of work during last winter and spring, are just catching up with their household wants, to these particularly, these extraordinary price cuts will appeal, but to every man, we offer you without reserve and without any tampering with original price tickets, the acknowledged highest grade, smartest fashioned and most up-to-date stocks of clothing in the Dominion of Canada, at the prices as stated in this advertisement.

R. H. DOWLER,  
President.

That Will Save You Thousands of  
Dollars on the Finest Clothing In Canada

Our Entire Stock of Men's and Young Men's  
Bench-Tailored SUITS and OVERCOATS  
Go On Sale This (Wednesday) Morning at 8:30

Absolutely nothing reserved. Blues,  
blacks and fancy patterns. Every-  
thing up to \$67.50 in price.

THESE MASTER-TAILORED CLOTHES FROM 20TH  
CENTURY, SOCIETY BRAND, AND SOME SCORE  
OF CANADA'S FOREMOST MAKERS, ARE CON-  
CEDED BY MEN WHO KNOW TO BE AMONG THE  
BEST VALUES ON THE CONTINENT.

There is an iron-bound policy in the DOWLER  
STORES that all clothing must be sold during the  
season for which it was bought, no garment to be  
carried over.

So, we are not going to wait until January for a Sale,  
but we are going to cut now right through the profits,  
deep into the very heart of the costs.

We are going to give a Sale that is a SALE—No  
Camouflage—no ticket fixing, but a genuine  
DOWLER SALE that will make his Great as the loss will be to us,  
it will be gratifying to know that our customers will receive a nice  
Christmas gift in the many dollars that those who come  
early will, of course, have the choicest pickings. So be here EARLY.



### MEN'S SUITS AND OVERCOATS

HIGH grade all-wool suits, formerly marked up to  
\$67.50, and all overcoats up to \$60.00. Styles for  
every type included. Smart well-cut SUITS for  
business and professional men, and ultra models for the  
younger fellows. OVERCOATS—Splendid values at  
their regular prices, are sure moneymakers and money-savers now. E.g. warm  
Ulsters, dressy, velvet-collared models, and dapper Ulsterettes, many smartly  
belted. Materials of splendid worth, from English, Scotch and our own Cana-  
dian mills. Rich, shape-retaining fabrics that are eminently smart, and are  
remarkable values at .....

\$38.00  
=

### MEN'S SUITS AND OVERCOATS

ALL Suits and Overcoats, formerly priced up to  
\$40.00, go for \$25.00. That's the whole story—  
short and snappy. Clothes with all the little style  
touches the young chap likes. Clothes with all the downright wearability  
every man likes. Clothes with that smart hang and comfortable roominess  
conservative men like.

Overcoats include big storm Ulsters, with two-way  
collars, snappy up-to-the-minute knee length  
Ulsterettes, Chesterfields, Raglans and Slip-ons, English  
looking fabrics that fit right in with wintry days. Browns, greys, olives,  
lozats, neat over-checked and handsome patterned effects; included are fur-  
collared and curl-lined Overcoats. Your choice .....

\$25.00  
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### MEN'S SUITS AND OVERCOATS

SMART and attractive Winter-weight Overcoats,  
formerly priced up to \$28.50. Young Men's Suits,  
Older Men's Suits, formerly priced up to \$29.50,  
of fancy patterned suitings, in olives, browns and  
heather mixtures. The Overcoatings are heavy storm-  
proof tweeds and mixtures. The tailoring will match  
up with garments that are sold at a much higher price than these were  
formerly priced, and are wonderful values at .....

\$15.00  
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These Drastic Reductions Go Into Effect  
This (Wednesday) Morning, December 14th

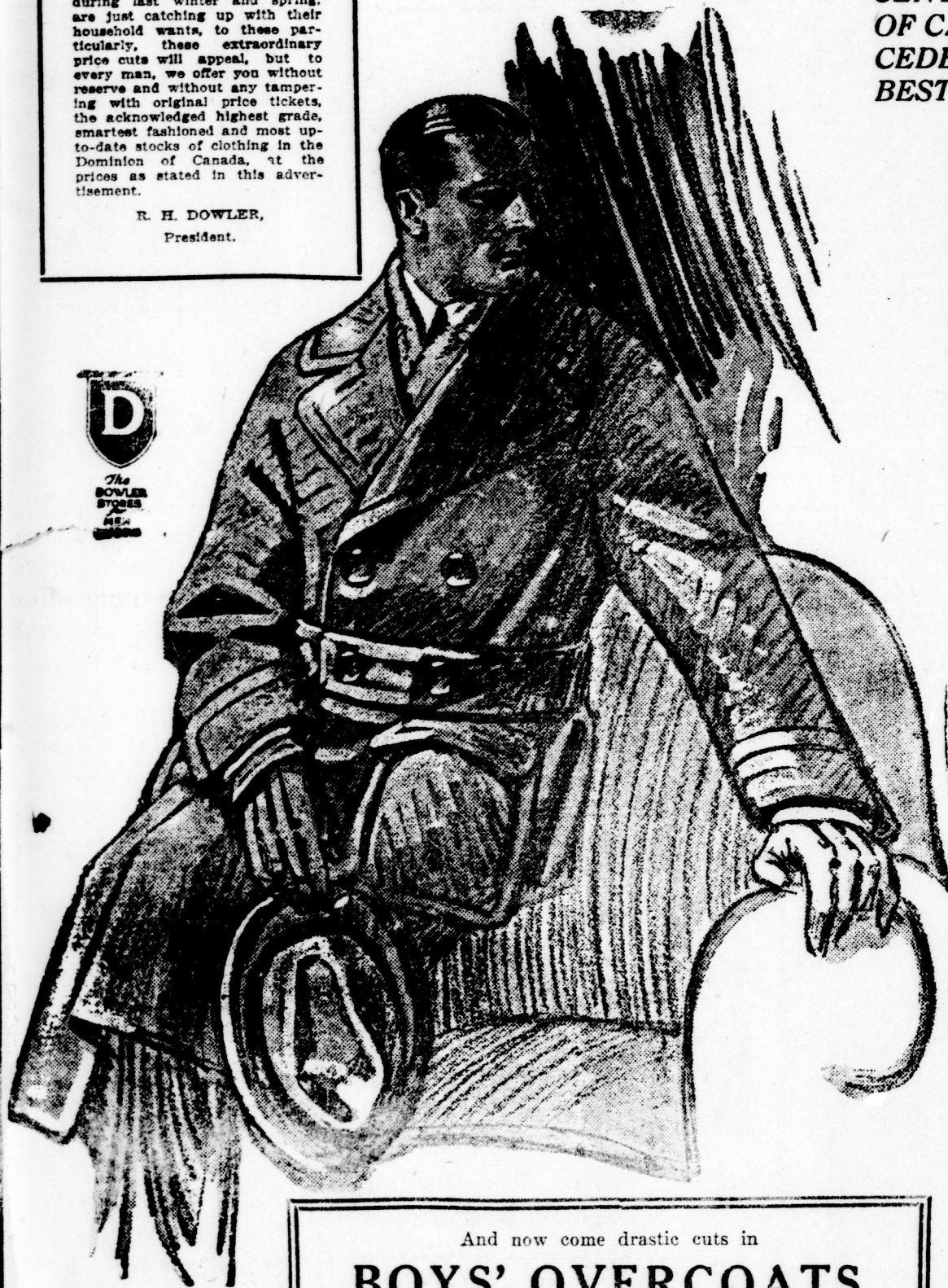
Your  
Money  
Back  
Cheerfully  
If Not  
Satisfied.

# Dowlers

The Stores of a Thousand Useful Gifts for Men and Boys.

CANADA'S MOST  
PROGRESSIVE  
CLOTHIERS

London, St. Thomas, Windsor, Sarnia.



### Christmas Gift Suggestions

Men's Fine Shirts,  
\$1.50 to \$10.  
Neckwear,  
\$1.15 to \$3.  
Gloves,  
50c to \$6.  
Mufflers,  
\$1.50 to \$5.  
Hosiery,  
50c to \$2.  
Sweater Coats,  
\$4.95 to \$10.  
Suspenders,  
50c to \$1.50.  
Jewelry,  
25c to \$2.50.  
Belts,  
75c to \$2.50.  
Initial Buckles,  
75c to \$3.50.  
Pajamas,  
\$2 to \$5.  
Handkerchiefs,  
15c to \$2.  
Combinations,  
\$2 to \$6.  
Bath Robes,  
\$5 to \$15.

### And now come drastic cuts in BOYS' OVERCOATS

A wonderful stock of fine travelers sample coats. Rich  
beautiful wools, tailored like men's. Out they go—profits  
forgotten—Overcoats must move—Every coat this season's  
style—nothing carried over from last year.

OVERCOATS formerly priced  
up to \$32.50. A beautiful line  
of Maker's sample coats. Made  
of the highest grade fabrics  
put into men's coats. Words  
could not be used too strong in  
praise of this wonderful assort-  
ment. Mothers you must see  
what remarkable garments you  
can buy for so little money.  
\$32.50 Overcoats, now

\$16.50

GROUPED here are coats for-  
merly priced up to \$18.99.  
Broken sizes and lines that  
have been cut deep. New  
models in mannish styles.  
Splendid wear-resisting fabrics,  
well tailored. Reduced to

\$9.85

### BOYS' FINE SUITS---Special

SMART Stylish Suits for man-  
nish school boys. Best of  
woolen fabrics in wanted colors.  
Newest models, well tailored.

\$4.90 \$6.85  
\$9.85

OVERCOATS formerly priced  
up to \$25, now \$15.99. Sample  
coats, fabrics the kind that's  
put into high-grade men's  
coats, not cheap coats at a price,  
but the finest high-grade coats  
we can buy. Mothers should  
examine these to realize their  
fine quality and tailoring. \$25  
Overcoats now

\$13.50

HERE'S an attractive price on  
Overcoats formerly marked close  
at \$12.99. Just a few sizes left.  
Ideal school coats, well made,  
with belts and semi-belts.  
Mothers will save Christmas  
money on these coats. Reduced  
to

\$6.50

YOUTH'S SUITS made like  
Dad's—all the new style touches  
so dear to the high school lad.  
Fabrics all wool, finely tailored.  
Special at

\$12.85 and \$16.50