



CONTROLLER SEES A HEAVY BURDEN IN SUBURBAN SCHEME

Cost of Roads Higher Than
Value of Land.

WILL TAKE MEDICINE

Your Labor Counts—every ounce of work you do helps some soldier who is fighting over there! This was the thought as truly in the household and in the workshop as it is in the trenches.

Some of our Canadian women are borne down physically and mentally, by the weaknesses of their sex. They suffer from backache, dragging sensation, very nervous and pain in top of head. If they ask their neighbors they will be told to take a Favorite Prescription of Dr. Pierce's which has been so well and favorably known for the past half century.

Weak women should try it now. Don't wait! Begin today. This woman's tonic and nerve will bring vim, vigor and vitality. Send Dr. V. M. Pierce, Buffalo, N. Y., for trial package tablets.

Paris, Ont.—"About three years ago I was ill in bed and suffered severe pain. The doctor had given me all sorts of medicines, but his medicine did not help me. A neighbor had been taking 'Favorite Prescription' and it had benefited her so much that she urged me to try some of hers, and that I did.

It helped me so much that I sent at once for a bottle. I was very much surprised at the prompt relief. The medicine gave me to me after the doctor had failed, and I have never had such a spell since. But whenever I feel the least bit rundown or in need of a tonic I take the 'Favorite Prescription' again for a few days. It has never failed to restore me to perfect health."—Mrs. Elizabeth Brown, P. O. Box 752.

CHILDREN HATE
PILLS, CALOMEL
AND CASTOR OIL

Give Fruit Laxative when
cross, bilious, feverish or
constipated.

"California Syrup of Figs"
can't harm tender stomach,
liver, bowels.

Look back at your childhood days. Remember the "doses" mother insisted on—castor oil, calomel, cathartics. How you hated them, how you fought against taking them.

With our children it's different. Mothers who cling to the old form of physic simply don't realize what they do. The children's revolt is well-founded. Their tender little "insides" are injured by them.

If your child's stomach, liver and bowels need cleansing, give only delicious "California Syrup of Figs." Its action is positive, but gentle. Millions of mothers keep this harmless "fruit laxative" handy; they know their children love to take it; that it never fails to clean the liver and bowels and sweeten the stomach, and that a teaspoonful given today saves a sick child tomorrow.

Ask your druggist for a bottle of "California Syrup of Figs," which has full directions for babies, children of all ages and for grown-ups plainly on each bottle. Beware of counterfeiters! See here. See that it is made by "California Fig Syrup Company." Refuse any other kind with contempt.

AutoStop
SAFETY
RAZOR

From the War
Zone

Comes the news that the AutoStop Safety Razor is helping officers to maintain the high morale of the soldiers.

Nothing makes a soldier feel more like himself than a clean, velvety shave—this is only possible with an AutoStop. Because of its self-stopping feature it is the only razor that is always in perfect condition.

Price \$5.00
At leading stores everywhere
The postage will deliver an AutoStop Razor by first class registered mail.

AutoStop
Safety Razor Co.,
Limited
83-87 Duke Street
Toronto

WHOLESALE DISTRIBUTORS OF
AUTO-STOP RAZORS
THE HOBBS HARDWARE CO.
FOR WESTERN ONTARIO,
LONDON, ONT.

City's Commissioners to Endeavor to Keep Down Expenditure.

The unfairness and injustice, from a city point of view, of the Ontario Government's suburban roads policy was pointed out to the city council this morning by "Controllers" Little and Moore. The latter expressed a willingness to resign from the commission. The former thought that it was in the interests of the city that they should continue to do so. The council saw it as the Controller Little's way, and the two commissioners will continue in office.

Controller Moore, in his report on the matter, stated that there were nine roads involved. They extend seven miles outside the city, or 24 miles in all.

Inside the limits the city has \$365,000 invested in payments on the roads in question. To pave the balance would cost \$200,000, or three-quarters of a mill on the tax rate. This would have to be paid by frontage tax. It would cost more than the property involved.

The taxes on a 50-foot lot are now \$15, and the road scheme would add \$15 a year. He made comparisons to show that the owner of a lot in the city paid four times more towards the cost of the roads than the owner of a 100-acre farm in the country.

Not to Existing Roads. Controller Little said that as he saw it the act is now law. If the appointed commissioners of the city do not act the Government will name others. They may not be careful of the interests of the city. The city will be obliged to pay anyway, and his opinion was that they should continue to act, take their medicine, and endeavor to keep the expenditure down as much as possible. He pointed out that the county had the say as to what roads should be built, and they could spend up to one-half mill on the city's tax rate.

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Our Great Winter Campaign Is On!

SOCIETY BRAND CLOTHES.

R. H. & J. DOWLER, LIMITED.

20TH CENTURY CLOTHES.

Men's and Young Men's, Youths', Boys', Children's

Overcoats, Suits, Underwear

Sweater Coats and Sweaters, Fine Shirts and Neckwear, Gloves, Hosiery, Nightrobes and Pyjamas

A Magnificent Showing of Men's, Young Men's and Boys' Fall and Winter Apparel

The style resources and the purchasing advantages of this firm surpass all others because of the significant prestige manufacturers strive for in representation of their productions in our four live stores—London, St. Thomas, Windsor and Sarnia, where Western Ontario's best dressers have an opportunity to observe and to try on the different models from the world's most noted designers.

Huge Stocks, No Scarcity, Endless Variety, Pure Wool Fabrics, Unequaled Values

Remarkable Values in Dress and Driving Overcoats, \$13.50 to \$85.00

Scotch, English, Irish and Canadian fabrics, pure wool and fast dyes.

Young Men's Ultra Stylish Overcoats, \$18.50, \$22.50, \$25.00, \$27.50, \$30.00, \$32.50, \$35.00, \$37.50, \$45.00, \$47.50, and \$50.00.

In our Society Brand, 20th Century Brand, New Era Brand and Style Craft you have the assurance that every best fabric and style is here. New double breasted, smart styled Ulsters of medium lengths, have belt and two-way collar, with many special novelty features, body-fitting close waist, full hip coats, for medium slims; also the dressy Chesterfields, always correct. Many other correct and striking models are in this great showing.

MOST BEAUTIFUL CHOICE OF NEW AUTUMN AND WINTER

Men's and Young Men's Suits

\$16.50, \$19.50, \$21.75, \$25.00, \$27.50, \$30.00, \$32.50, \$35.00, \$37.50, \$40.00.

These suits represent the highest point in clothes excellence. A genuine value demonstration; a variety that gives you plenty of choice in fabric, weave, pattern, and style, featuring the very new Welt Seam Waist Line, D. B. and S. B. Coats, long lapel Coats, S. B. and D. B., with slash or patch pockets; also many other novelty features better appreciated by seeing the garments.



Early Fall Overcoats and Raincoats for Men and Young Men

Our showing for this season includes many striking patterns and attractive values; the new vulcanized raincoats with their heavy Scotch tweed coverings are very smart. We show many excellent values in raincoats, \$13.50, \$16.50, \$19.50, \$22.50 and \$25.00. Other lines from \$5.00 to \$12.50. Top Coats in Chesterfields, Belsters, Body-Fitter, etc., excellent values at \$13.50, \$16.50, \$18.00, \$20.00, \$25.00, \$30.00, \$35.50.

FUR OVERCOATS, FUR COLLAR OVERCOATS, FUR LINED OVERCOATS.

Extra quality, well-tailored, keenly priced. Shrewd buyers will select early.

BRITISH BLUE SUITS.

\$22.50, \$25.00, \$27.50, \$30.00, \$32.50, \$35.00, \$37.50, \$40.00 and \$45.00—Pure wool, fast dye, blue or black suits may be scarce in most stores, but you'll find us well prepared to serve with better values than you really expected to see. These values cannot be duplicated. Early buyers will be the wise fellows this year.

MEN'S ENGLISH TWEED SUIT, \$13.50, \$16.50.

We have a splendid showing of these heavy tweeds, dark shades, well made suits, very much underpriced; sizes run from 36 to 44.

Suits for stout men, short men, men of regular build. We invite you to visit any of our stores. You'll find us well prepared to serve you with values that you cannot duplicate elsewhere.

Underwear

Carloads of Men's and Boys' Underwear of the Best Makes.

Men's Merino Shirts and Drawers, all sizes.

Men's fine natural wool Shirts and Drawers, all sizes, several ranges ... \$1.75, \$2.00, \$2.50

Men's Fleece Lined Shirts and Drawers, several ranges, ... 85c, 95c and \$1.25

Men's heavy rib Shirts and Drawers, union and all wool ... \$1.25 and up to \$3.00

Men's fall weight Combinations, union or pure wool; garments of excellent quality; sizes 34 and up to 46, per suit ... \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$5.00 to \$10.00

Stanfield's, Wolseley, Mercury, Fenman's, Tru-Knit.

Mr. Workingman, be economical. See our values before you buy. We save you ten to twenty per cent on your work goods. Better investigate. We carry all the best makes of Overalls, Work Shirts, Mitts, Socks, Caps, Hats, Trousers, Union-Suits, Dusters, Work Coats, Sheep-Lined Coats, etc.

8,000 Pairs Men's Trousers

\$1.68, \$2.25, \$2.50, \$3.00, \$3.29, \$3.50, \$3.75, \$4.00, \$4.50, \$5.00, \$6.00, \$6.50 and \$7.50.

Save a good suit. Buy an extra pair now while our stocks last. You cannot equal these values anywhere else.

Sale of Men's Sweater Coats

\$4.55 buys a \$6.50 Sweater Coat.

\$3.99 buys a \$5.00 Sweater Coat.

Hundreds of Sweaters and Sweater Coats to select from ... \$1.00 to \$13.50

NEW FALL HATS

See Our Windows. The finest showing in Western Ontario.

\$3.00, \$4.00, \$5.00 to \$10.00.

All the best known makes, Borsalino, Bennett, King.

English Melton Overcoats

\$20.00, \$25.00, \$27.50,

\$30.00 and \$35.00

Cut raw edge or lapped seams, in a variety of conservative models, single and double breasted, velvet, self or two-way collars. Come in mid, oxford and dark shades; sizes from 36 to 46.

Over a Thousand Dozen MEN'S SOCKS

Men's Union Socks, medium weight 25c, 35c

Men's Grey Fine Rib Wool Socks, pair 55c

Men's Lisle and Silk Socks, all colors ... 35c, 39c, 50c, 75c and \$1.00

Men's Grey Rib Wool Socks, per pair . 25c

Men's Black Cashmerette Socks, 35c and 50c

Men's English Cashmere Socks, all wool ... 65c, 75c, 85c and \$1.00

Men's extra quality Trench Socks, grey pure wool, heavy, per pair, 60c, 75c, 85c, 90c, \$1.00

Men's Heavy Grey Rib Socks, extra values at ... 29c, 35c and 50c

Chamois-Lined Ulsters

\$35.00 and \$45.00

A special line worth fully ten dollars more.

MOTORING ULSTERS

\$9.50 and \$13.50

We have been fortunate in securing over three hundred heavy Driving Ulsters at a fraction of their value. Sizes 36 to 44; assorted colors.

Choice patterns, lots of style; Cluett's, W. G. & R., De Luxe, Forsythe, Star, Regal, and other good makes ... \$1.00, \$1.50, \$2.00, \$2.50 and up to \$7.50

Cambries, madras, near silk and pure silk.

Stay-In-Night Pyjamas: flannelette, cotton, nainsook and silk. We show them all. Per suit ... \$1.50 and up to \$7.00

Men's Nightgowns. All the best makes, cheaper than you can make them ... \$1.00 to \$2.00

DOWLER STORES FOR GOOD SHIRTS

Choice patterns, lots of style; Cluett's, W. G. & R., De Luxe, Forsythe, Star, Regal, and other good makes ... \$1.00, \$1.50, \$2.00, \$2.50 and up to \$7.50

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Men's Nightgowns. All the best makes, cheaper than you can make them ... \$1.00 to \$2.00

Dowler Stores' Extraordinary Season Opening Sale 2,000 Boys' Stylish Suits

Mothers and buyers of boys' clothes—Here is your opportunity to save money on boys' apparel. You can take advantage of our great four stores' purchasing power. We pass on to our thousands of patrons Suits,