

STORES—
LONDON.
ST. THOMAS.
WINDSOR.
SARNIA.

Soldiers changing to "civies" should take advantage of this great genuine sale.

R. H. & J. DOWLER, Limited

The Most Progressive Clothiers In Canada

Gigantic Midwinter Sale

The supreme effort of value-giving will be demonstrated here for the next four weeks, a genuine sale of stylish crisp well-bought men's and boys' apparel, that for quality, quantity, style, value and service is not equalled elsewhere in Western Ontario, giving our patrons the benefit of our foresight in placing large contracts in 1915-16 for staple lines, and having control for a big part of this western peninsula of the output of the acknowledged leaders in the wholesale clothing trade of Canada, all things point to this being the greatest sale in the history of the Dowler stores. We are now ready for the big drive, and we're going over the top with vigor and energy. Our salesmen, knowing that there's no camouflage about our price reductions, gives them added confidence in the extraordinary values, a few of which we enumerate below.

NOTE—Quotations for Winter 1919-20 are much in advance of 1918. We say to our patrons, buy all your next winter's supply now. You'll pay much more than the present regular prices if you wait till next winter.

Overcoats

HERE'S WHERE YOU'LL FIND THE OVERCOAT YOU WANT AND AT LESS THAN YOU EXPECTED TO PAY.

You'll see here the products of Britain's best looms. There are no better fabrics made than we offer you here. Choice of any of our Overcoats, ranging in price from \$40.00 to \$45.00. All go on sale at **\$33.75**

The best of the season's style productions are offered here. The new incurved waists, oval hips, high shoulders, smart ulsters, ulsterettes, motor coats, street and dress coats, fur-cellar coats, wool, satin, serge or leather lined; Crombie's fleece backs, O'Brien's brush cloths, Burberry weaves, Carr's English meltons, Irish friezes, fine chevots and velours.

OVERCOATS

Extraordinary Overcoat selling at a very low price for high grade fabrics. Choice of any \$32.50, \$35.00 or \$37.50 Overcoat in our store for **\$26.95**

The Overcoats are made from excellent all-wool fabrics; a big assortment of models and sizes; come in greys, browns, navy, black, green and plenty of checks and fancy patterns; in styles you'll like for dress, motoring or traveling.

OVERCOATS

Wonderful values at a price away below the usual sale value for such magnificent garments. Choice of any \$26.00 to \$32.00 Overcoats in our store for **\$22.95**

You know the Dowler Stores' Overcoats around these prices are always reliable fabrics, with splendid tailoring. Shrewd buyers will find these garments easy picking.

EXTRA!
To One Customer
We Will Sell Any
SUIT AND
OVERCOAT FOR
\$65.00
SOME BARGAIN.
YOU'LL SAY
SO!

EXTRA!
SUIT and Overcoat
to one customer
for
\$50.00

EXTRA!
SUIT and Overcoat
to one customer
for
\$44.00

OVERCOATS

Regular values from \$22.50 to \$24.50.
Clearing at **\$16.95**

Overcoats in plain greys, fancy mixed tweeds, belters, chesterfields and ulsters.

SUITS

Regular values from \$19.50 to \$24.40 **\$16.95**

Fitted, belted and regular models, for young men and men of all sizes; well-tailored suits with lots of style and service.

EXTRA!

SUIT AND OVERCOAT to one customer for **\$32.00**

FUR COATS

Dog Coats and Korean Beaver Coats come under this great sale at a special discount of 10 to 20 per cent. Fur Coats will be very scarce for next season.

WORK MITTS

FLEECE-LINED, WOOL-LINED OR UNLINED.

Men's Fleece-Lined Muleskin Mitts with heavy knit wrists, \$1.00 value. Special... 69c
Men's Fleece-Lined, good stock leather Mitts, with heavy wrist, \$1.25 value. Special... 89c
Men's Heavy Lined Mitts, of extra quality, well-sewn seams, good linings. Best \$1.50 value. Special... \$1.17

Work Shirts

HEAVY FLANNEL, NEAR FLANNEL, DRILL, FLEECE, TWILL AND OTHERS.

Men's \$1.50 plain grey, plain khaki, and neat striped near flannel Work Shirts. Regular \$1.50. Sale price **98c**
Men's heavy black twill fleece Work Shirts, full \$1.75 value. Each **\$1.23**
Sale of \$2.00 and \$2.75 Grey Flannel Shirts. Extra special, each **\$1.43**
Sale of Men's Stripe \$1.50 Work Shirts; an assorted lot. Extra special, each **94c**
Sale of Men's \$3.50 and \$4.00 Flannel Shirts. Extra special, each **\$2.85**

HATS! HATS!

\$4.00 Hats on sale at **\$2.25**
\$5.00 Hats on sale at **\$2.95**
\$6.50 Hats on sale at **\$3.95**

Gigantic Sale of Boys' Suits, Overcoats, Bloomers and Furnishings

EXTRA 300 pairs BOYS' \$2.00 TWEED BLOOMERS for **\$1.29**

Lined throughout, have governor fasteners at knees. All sizes.
Boys' \$4.00 Sweater Coats for **\$2.89**
Boys' \$1.89 Sweater Coats for **98c**
Boys' 89c Sweaters for **59c**
Boys' 75c Heavy Worsted Hose for **43c**
Boys' 50c Wool Toggles for **23c**
Boys' 40c Wool Mitts for **25c**
Boys' \$1.50 Lined Cape Gloves **98c**
Boys' Fleece Lined Shirts and Drawers for **43c**

BARGAINS IN BOYS' SUITS—FOUR GREAT SPECIALS

\$5.95 Boys' Suits, regular up to \$8.50.
\$8.95 Boys' Suits, regular up to \$12.50.
\$12.95 Boys' Suits, regular up to \$17.50.
\$15.95 Boys' Suits, regular up to \$22.50.

HUGE OVERCOATS VALUES—FOUR GREAT SPECIALS

\$5.95 Boys' Overcoats, regular up to \$8.50.
\$8.95 Boys' Overcoats, regular up to \$12.50.
\$12.95 Boys' Overcoats, regular up to \$17.50.
\$15.95 Boys' Overcoats, regular up to \$22.50.



Work Coats, Sheep Lined Coats, Wool and Fleece Lined Coats

Men's \$4.50 Heavy Cottonade Work Coats, buttoned up to neck; have heavy grey flannel lining. Special **\$2.95**
Men's Brown Duck Coats, have deep corduroy collar, and a good weight fleece lining. Some double-breasted. Special **\$4.65**
Men's Heavy Duck Coats, double-breasted, with clasp fasteners, have sheep fleece lining and deep sheepskin collar. Special **\$10.75** each
Men's Waterproof Fleece-Lined Duck Work Coats, double-breasted, with corduroy collar. Special **\$6.75**

Men's Heavy Corduroy Waistcoats, double-breasted, buttoned up to neck; have long apron back. Special **\$3.60** to **\$4.80** each
Men's extra quality heavy cloth, double-breasted, well-lined Work Coats, with deep storm collar and lined throughout. Full **\$17.60** value. Special **\$13.85**
Men's Heavy Cheek Mackinaw Coats, made double-breasted, with shawl collar. Three specials **\$6.95**, **\$10.95** and **\$13.95**

A Gigantic Sale of Men's Furnishings

SHIRTS, NECKWEAR, SOCKS, UNDERWEAR, GLOVES, NIGHTGOWNS, PYJAMAS, SWEATERS, SWEATER COATS, ETC.

STYLISH GLOVES

AT LESS THAN PRESENT MAKERS' PRICES

Men's Grey Suede \$1.65 Gloves. On sale at **\$1.19**
Men's \$1.75 and \$2 Lined Gloves special, pair **\$1.37**
Men's \$3 Lined Gloves, special per pair **\$2.29**
Men's Extra Lined Gloves, special per pair **\$2.39**
MEN'S WOOL GLOVES
75c Wool Gloves **47c**
\$1 Wool Gloves **73c**
\$1.50 Wool Gloves **\$1.17**



MEN'S BLACK WORSTED SOCKS, THREE BIG SPECIALS. ALL WOOL.

33c buys 50c quality. 47c buys 75c quality. 69c buys \$1 quality.

Sweater Coats at About Half Present Value.
Men's \$1.75 Sweater Coats. On sale at **89c**
Men's Plain Grey, Shawl Collar Sweater Coats, regular **\$1.29**
Men's Sweater Coats, assorted colors and combinations of colors, \$3 value; for **\$1.85**
Men's Sweater Coats, assorted colors and weaves; have shawl collars, pockets and close knit waists; values from \$4 to \$5. On sale at **\$2.59**
Men's Sweater Coats, of excellent quality wools, in a big assortment of colors; have shawl or four-way collars; values from \$6 to \$6.50. Special sale **\$4.20**
Sale of High-grade Sweater Coats, classy styles, tailored shapes, mostly all wool; this is the sweater coat snap of the season. Values to \$9.50. Special sale **\$6.65**

Underwear for Every Man

Here are some great bargains in discontinued lines.
\$2.50 English Shamrock Shirts and Drawers. A flat knit, natural shade; not all sizes. To clear, per garment **\$1.29**
Fine Rib \$1.50 to \$2.50 Shirts and Drawers, broken sizes. To clear, per garment **87c**
Men's Best \$1 Fleece-Lined Shirts and Drawers, all sizes, per garment **79c**
Patman's Natural Wool Shirts and Drawers, all lines, per garment **\$1.47**

Great Snaps Here

Men's Heavy Rib Flexo, Tru Knit, and Tiger Heavy Rib Shirts and Drawers, regular \$1.25 to \$1.50; not all sizes in any one range, but all sizes in the lot, extra special, per garment **87c**
Men's Scotch Knit All Wool \$2.50 Shirts and Drawers, all sizes, to clear **\$1.49**
Men's Combination Underwear Clearing Lines.
Men's \$2.50 Natural Shade Combinations, Sale **\$1.27**
Men's \$4 and \$4.50 Natural Shade Combinations; several lines to clear, per suit **\$2.29**
Men's \$6 and \$6.50 Natural Wool Combinations; best values in the trade at regular prices. Sale price per suit **\$3.67**
Men's High Grade Fine Wool Combinations; regular values up to \$7.50. Sale price **\$4.47**
Men's Heavy Rib Wool Union Combinations; Regular \$2.50 value. Sale **\$1.47**

Here's Another Special

Black, white and tan, 50c Cashmere Socks. Sale **35c**, 3 for **\$1.00**
Men's Black 50c Cashmere Socks, all sizes, in black only. Special **55c**
Men's Union Cashmere Socks, come in black, tan and grey. Sale **47c**
Men's Extra Quality Black Cashmere Socks, \$1.25 value. Sale **85c**

Classy Shirts at Sale Prices

\$1.29 Buys classy \$1.50 and \$2.00 Shirts. Arrow, W. G. & R., and others.
\$1.69 Buys classy \$2.50 and \$2.75 Shirts. Arrow, W. G. & R., DeLuxe, Forsythe.



Broken lines in Fine Shirts clearing at **96c**
RICH SILK NECKWEAR.
59c—Buys \$1.00 Ties. 89c—Buys \$2.00 Ties.
\$1.29—Buys \$2.50 Ties

MEN'S MUFFLERS.
\$1.69—Buys \$3.00 Mufflers 39c—Buys 75c to \$1 Mufflers.

HERE'S A BARGAIN IN HEAVY SOCKS.
Sixty dozen Men's Heavy Rib Grey Wool Socks (not all wool); regular 50c and 55c. Sale price, per pair 33c
Red Cross Army Socks, dark grey. Regular 75c. Special sale **45c**; 2 pairs for **85c**

SOCKS FOR EVERY MAN.
Here's a bargain. 75c, 85c and \$1 Silk Socks, clearing at **53c**
Assorted colors and sizes. Not a range of sizes in any color. Very best makes in the lot. Radium, Holeproof, Shaw and Interwoven.

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