"The Live Store"
-HERE'S THE WELCOME NEWS
to the vast army of loyal patrons who wait for "Doatrichs"Mark-DownSale "Always Reliable" $\underbrace{}_{\begin{array}{l}\text { Everything in entire stock } \\ \text { reduced except Arrow Col-- } \\ \text { lars and Overalls. }\end{array}}$

## Of All Our Spring and Summer Stock of High Grade Clothing Shirts, Underwear, Pajamas, Niğhtshirts, Sweaters and Hosiery

| Pajamas |
| :---: |
| All $\$ 1.00$ Pajamas,. .79 c |
| All $\$ 1.50$ Pajamas, $\$ 1.19$ |
| All $\$ 2.00$ Pajamas, $\$ 1.59$ |
| All $\$ 2.50$ Pajamas, $\$ 1.89$ |
| All 5 c Night Shirts, . 39 c |
| All $\$ 1.00$ Night Shirts, 79 c |

## AT EXTREME PRICE REDUCTIONS

How often do you hear this remark when you start out to purchase a "standard" article at the usual sale? Oh no, that's not included in the sale-that's not reduced. Now that's just where "DOUTRICHS MARK-DOWN SALE" is altogether different, and contrary to all the advice which manufacturers have been giving us this season, telling us not to reduce our standard merchandise we are going to keep our pledge to the public and place on sale Thursday and continuing until August 19th every piece of merchandise in this "Live Store" except Arrow Collars and Overalls, at extreme low price reductions.

| Underwear <br> All 50c Garments, . . . 39c All $\$ 1.00$ Garments, . 79 c All \$1.50 Garments, $\$ 1.19$ |
| :---: |
|  |

Underwear
All 50c Garments, ... 39c All $\$ 1.00$ Garments, . 79 c Al 1.50 Garments, $\$ 1.19$

You'll often find estimated values and price quotations lower than "DOUTRICHS" and while our price reductions are not so sensational as some you'll see, they have the advantage of being absolutely "TRUTHFUL" and of applying only to new desirable merchandise. No odds and ends, and unsalables are here at any price. You can buy with the same confidence, receive the same careful attention, and get the same guarantee of satisfaction HERE at SALE ME as at all other times.
Palm Beach and Mohair Suits, $\$ 7.50$ Suits, $\$ 6.25$; $\$ 10$ Suits, $\$ 8.50$


## Men's Suits

"I'm going to buy my Suit where most men are buying their clothes"---that's what you are hearing every day, every where, and at this sale, All $\$ 12.00$ Suits will be - - $\$ 8.75$ All $\$ 15.00$ Suits will be - - $\$ 10.75$ All $\$ 18.00$ Suits will be -- $\$ 13.75$ All $\$ 20.00$ Suits will be - $\$ 14.75$ All $\$ 25.00$ Suits will be - - $\$ 18.75$ All $\$ 30.00$ Suits will be - - $\$ 21.75$

## Men's Trousers

All 51.00 Trousers, S . 79 All 52.50 Trousers, $\mathbf{\$ 1 . 8 9}$ All S1.50 Trousers, $\$ 1.19$ All 53.50 Trousers, $\$ 2.89$ All 52.00 Trousers, $\$ 1.59$ All 55.00 Trousers, $\$ 3.89$ White flannel Trousers included.

## Boys' Suits

All 53.50 Boys's Suits,
$\$ 2.89$
All 55.00 Boys's Suits, $\$ 3.89$
All 66.50 Boys' Suits, $\$ 4.95$
All $\$ 7.50$ Boys'Suits,
$\$ 5.95$
All 58.50 Boys' Suits,

All Shirts Marked Down All 50c Shirts, 39c All S1.00 Shirts, ts, 79c
All \$1.50 Shirts, $\qquad$
All 53.50 Shirts,
All 55.00 Shirts, All Boys' 50c Shirts and Blouse Waists, All Boys' $\$ 1.00$ Shirts and Blouse Waists,
 All Our Best 50 c Neckwear, All Our Best $\$ 1.00$ Neckwear, 39c

All Our Best 25c Neckwear, 79c 19c


Women's Sweaters
I knew I would forget some-thing---I wanted to buy a sweater before $I$ left for $m y$ vacation and everybody says--"Doutrichs" have the best silk and fibre sweaters and fine light weight wool sweaters. Buy them before you go away they are all marked down.
All $\$ 5.00$ Sweaters,
$\$ 4.25$
All $\$ 6.50$ Sweaters, \$5.25
All $\$ 7.50$ Sweaters, . 6.25
All $\$ 8.50$ Sweaters, . 77.25
All $\$ 10.50$ Sweaters,
\$8.50
All $\$ 12.50$ Sweaters, . . $\$ 10.50$
All $\$ 14.50$ Sweaters, . . $\$ 12.50$
All Children's Sweaters Marked Down
All \$1.00 Bathing Suits,
79c
All \$2.50 Bathing Suits,
\$1.89
All $\$ 3.50$ Bathing Suits,
\$2.89

ALL ALTERATIONS FREE All Men's 50c Belts, ..................39C All Men's $\$ 1.00$ Belts, .............. 79 C All Men's and Boys' 25 c Belts, 19c

