



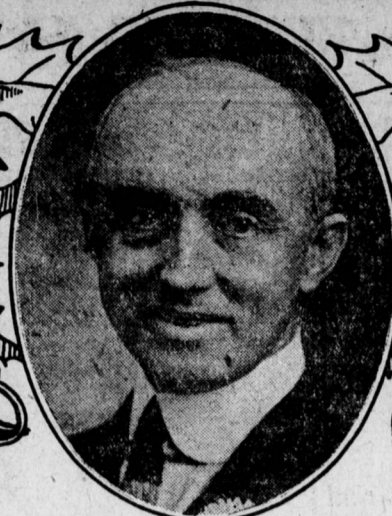
FRANK J. CONSLMAN



W.M. SMILEY



CHAS. SULLENBERGER



I.H. DOUTRICH
PROPRIETOR



L.L. VAN



GEO. YOKUM



CHAS. HOLSBERG



HARRY FENICAL



ROSS WELLER



E. EDNA ERB



IRENE PETERS



W.M. LANDIS



W.M. BERKSTRESSER



AL. RING



GEO. PRITCHARD

"The Live Store"

"Always Reliable"

DOUTRICHS "OVERCOAT--FAIR"

This Is Overcoat Week at the "Live Store"

You are invited to an enormous exhibit of more than four thousand overcoats at DOUTRICHS this week. We're going to sell three (3) times as many overcoats (in a single day) than has ever been sold in Harrisburg before. Come prepared to see every idea in an "OVERCOAT" in every sort of color and fabric and at every price. Words fail us in describing the wealth of models, styles and assortments.

We believe they far outclass anything we've ever shown before—and that's some statement. This wonderful assemblage of overcoats will further emphasize the supremacy of the Doutrich Store in Harrisburg. It will show the tremendous buying power wielded by this "Live Store" which comes to you in price advantages and greater values.

Single and Double-breasted models, regulars, belted backs, plait backs, loose toppers, form-fitting coats, ulsters and ulsterettes, Chesterfields and dress coats, driving coats in fabrics such as tweeds, homespuns, herring bone weaves, vicunas, friezes, fleece cloths, etc. Hundreds to choose from at every price.

More Than 4,000 Overcoats

\$15 \$18 \$20 \$25

No matter whether you have extreme conservative or "Middlin" ideas about your new overcoat, you can come here confident that you will not go away disappointed.

OVERCOAT--FAIR OVERCOAT--FAIR DOUTRICHS OVERCOAT--FAIR OVERCOAT--FAIR

OVERCOAT--FAIR

OVERCOAT--FAIR

Doutrichs Overcoat Fair, November 11, 1916

Here displayed are the energetic, highly-efficient employees of the great "Doutrich Store" who are ready to serve you intelligently and cheerfully---every one a picture of success, prosperity and happiness---radiating the Doutrich smile throughout the store---they are the acorns that are helping to make the Mighty Oak --- I. H. Doutrich, Harrisburg's most progressive merchant---the largest clothing store in Central Pennsylvania. Under his leadership many of these employees may some day become a "Doutrich"

OVERCOAT--FAIR OVERCOAT--FAIR DOUTRICHS OVERCOAT--FAIR OVERCOAT--FAIR

304
Market St.

Doutrichs

Always Reliable

Harrisburg,
Pa.



PAUL DOUTRICH



W.M. ATTICKS



H.H. LYTER



GORDON HOFFMAN



ED WERT



H.E. MARTZ



LEWIS LAPKIN



CLARENCE SLAKE



ESTHER M. SADLER



HELEN QUINN



JOHN PARTHEMORE



WALTER ADAMS



CHAS. E. GROW