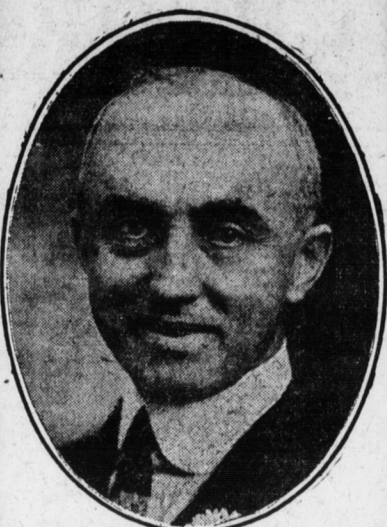
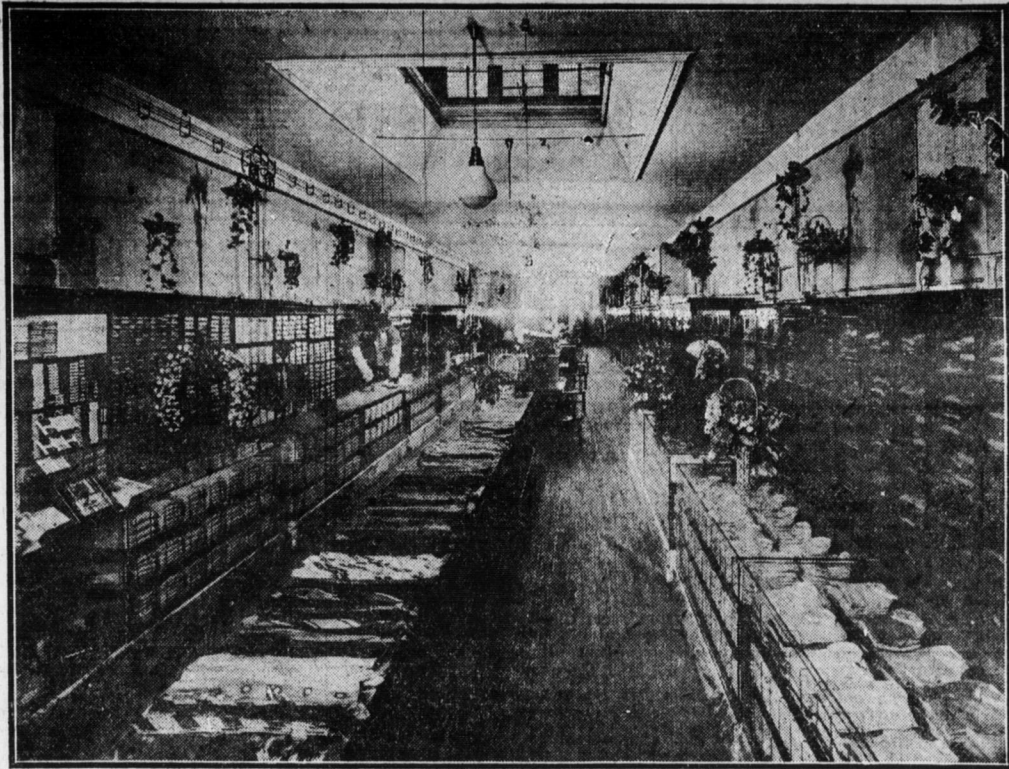


EXTERIOR VIEW OF DOUTRICHS



I. H. DOUTRICH PROPRIETOR



INTERIOR VIEW OF DOUTRICHS

DOUTRICHS MADE RAPID STRIDES IN MERCHANDISING

"Mighty oaks from little acorns grow" is a term that might well be applied when speaking of the substantial and ever-growing business that has been built up by I. H. Doutrich. It is the story of rapid strides of merchandising itself. It is a story that all young men, aspiring for success in business, should know. It is a story all people dealing with business houses should know, for it reflects the success that has come of public confidence, of keeping abreast of the times, of being able to fill the need of the purchasing public when the need was shown, and more than that—it is the story of how a young man, by applying himself to the task before him, by attending strictly to business, and by keeping his eyes in front of him, has gained ample success through merit.

Mr. Doutrich, who is a native of Lower Merion township forty-five years ago, and his business career has been a very active one. Beginning as a clerk

business strictly for himself, he sold out his interest to his partner and opened up a store in Orwigsburg. Six years later he opened an additional store in Schuylkill Haven. Business prospered, and Mr. Doutrich, realizing his opportunity, branched out to Bangor, Pen Argyle, Phoenixville and Middletown, Pa.

In 1908 he came to Harrisburg and opened up a large men's clothing and furnishing store, the present location, 304 Market street. Many improvements have been made from time to time, and new lines added, so that now Doutrich's ranks with the best in Pennsylvania.

The store is the model of completeness in the matter of facilities for displaying the stock under the best advantages, and for the convenience of the shopper who wants to see what is to be bought.

Mr. Doutrich himself is the directing head, and is operating at present,

additional stores at Pottsville and Middletown, Pa. He is a man of progressive ideas and tireless energy, as evinced by the rapid strides during his career. He is interested in the growth of Harrisburg, and has always stood for a bigger and better city. He is well known in civic and commercial circles, etc., and is fully deserving of the success he has attained.

Highly Efficient Organization

Mr. Doutrich has had the foresight to surround himself with a very highly efficient corps of co-workers who are in a great measure responsible for the wonderful growth and prestige the store enjoys.

"I would like to see all the clothing we sell in one year," said Charles Holsberg, the man who knows by consulting his stock book just how many thousand suits leave Doutrichs every week. "To have the men who wear Doutrich clothing pass one by one in front of a camera would make the

longest moving picture film Harrisburg has ever seen," added Mr. Holsberg.

Frank J. Conslman, in addition to his responsible duty as manager, buys all the furnishings and personally takes care of all the advertising.

One of the departments on which particular stress is laid, is the men's and youths' clothing. This department is complete as to detail and under the guidance of men who are experienced in their line, and who know it from A to Z, is constantly growing in patronage. In charge of this department are Charles C. Holsberg, Herman Martz, George Pritchard, George Yocum, Al. Ring and Morris Smiley.

These men are well known in the retail clothing business and have been identified with the House of Doutrich for a long time.

The tailoring department, in which twelve people are constantly kept working, is under the able supervision of Louis Lapkin. While this is

MANY WELL-KNOWN BRANDS IN SPRING FASHION EXHIBIT

Many nationally known brands of wearing apparel for men and young men will be featured in the Doutrich Spring Fashion Exhibit. Notably among these are such lines of clothing as "Kuppenheimer," "National Student," "Campus Togs," and the well-known Michaels-Stern makes. All among the fashion leaders of the world.

The underwear department exhibits the famous "Imperial" brand "Munsing Wear," etc. The sweater department is showing the best that can be found anywhere. Such well-known makes as the "Visor," "Mayer Knit" and the "Bradley." Practically all of these goods are sold at prices prevail-

ing before the war in Europe. In the shirt department are the famous "Bates-Street" and "Eclipse," etc. Makes known the world over. Hosiery will be found in great variety, including the renowned Harrisburg product, the "Monito" hose. The very best merchandise at popular prices. The boys' department is not to be missed. Desirable and dressy garments in the most up-to-the-minute styles, including the nationally known "Kaynee" make of blouses, shirts, pajamettes, etc., and wash suits for small boys. Men's hats, of course, Stetson, Schoble and Hawes.

The "Adler" and other known makes in the glove exhibit. The furnishing department is truly an exhibition. All the newest in fashions for the men who care. In a word this Spring Fashion Exhibit surpasses any thing ever attempted heretofore. Many new lines have been added, and special effort on the part of the entire organization has been made to make this event unusually attractive.

the man responsible for the attractive Doutrich windows.

The delivery system is under the able care of John Parthemore and Harvey Lyter is in charge of the shipping department.

The Pottsville store is under the able management of O. L. Underwood and the Middletown store is in charge of Harry Fencle and Fred Hessner. The women in the Doutrich organization are also fully deserving of great praise for their share in the success of the firm.

Miss Irene Peters is in charge of the boys' clothing department and is ably assisted by Miss Sarah Thomas. This department is growing to such proportions that the management is contemplating some necessary changes to give it more room.

The bookkeeping and clerical departments are in charge of experts. Miss Edna Erb is the head of the auditing department, and is familiar

with every detail of the firm's business, having been in its employ since the opening of the Harrisburg store. Miss Esther Sadler is the bookkeeper.

This organization is in a very great measure responsible for the wonderful growth and success attained by this establishment, and responsible for the very efficient service rendered you.

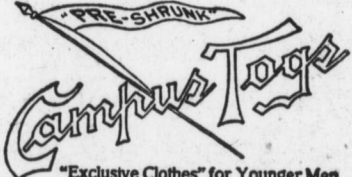
Remarkable Growth of Doutrichs Live Store

Springing from a foundation of square dealing and honest representation, the Doutrich store has become the largest clothing store in Central Pennsylvania, and up to this time has so far exceeded Mr. Doutrich's highest expectations in volume of business that he feels deeply gratified and desires to thank the host of friends and patrons who made his success possible. A business cannot hope to progress and prosper without loyalty. The true spirit of loyalty is shown when we do something for each other.



Be Well Dressed All the Time

And you will be if you wear Campus Togs. Regardless of whether your suit is new or old, if you are wearing these clothes you will always have that assurance that comes with knowing you are well dressed.



Correct and up-to-the-minute in style and tailoring. They offer you everything that good clothes should.

Your spring suit is here. Never has our selection of styles and fabrics in these clothes been more complete. You will find here just the model and the pattern you are looking for.

\$18 to \$30

Doutrichs
Always Reliable

304 Market St. Harrisburg Pa.

© 1917. Ches. Kaufman & Bros.



Top Quality Always



In the Spring, or at any other season of the year, parents are particular as to the clothing their children wear.

The Standard Blouse of the World KAYNEE

is a quality garment, inside and outside. It is finished to a finish. It is made in the largest, most modernized plant in existence. All colors are absolutely sun and tub proof—every garment fully guaranteed.

Later we shall show the full line of Kaynee garments — Blouses and Shirts for Boys, Wash Suits for Small Boys, Nighties, Pajamettes for Children.

304 Market St. **Doutrichs** Harrisburg, Pa.

Doutrichs
Always Reliable