

THE DOUTRICH ORGANIZATION



SHREWD BUYING SAVES PATRONS OF WAR PRICES

Doutrichs Able to Sell Many Things at Figures Quoted Before War

With their usual foresight and knowledge of market conditions the

buyers for Doutrichs of such goods as sweaters, handkerchiefs, hosiery, etc., bought heavily before the prices went up. The result is that they are now offering an immense stock of high grade merchandise at the prices prevailing before the war.

The stock of sweaters is exceptionally large, in fact the largest in the city, and includes every wanted shade, combination and style, for men, women and children. The ladies' section

includes an unusual variety of silk sweaters, the very newest creations in design and colors.

Every inch of spare room is taken up with surplus goods. In fact all staples have been bought in such large quantities that there will be enough to supply the demand until 1918 at the old prices in all staple lines.

BUSINESS ALWAYS GOOD AT DOUTRICH'S

When asked in a casual manner, How is business? Frank J. Conyeman, manager, said "Business is all

always good at Doutrichs." Every salesman was busily engaged in waiting on somebody, and a continuous stream of shoppers gave them very few idle moments. It certainly was surprising considering the fact that it was in the forenoon when business as a general rule is not so brisk. From personal observation the visitor is convinced that Doutrichs is fully entitled to its slogan, "The Live Store."

Local Concern Now Enjoys National Reputation

One of the most progressive industrial establishments in Harrisburg is the Moorhead Knitting Company, located in North Eleventh street.

This wide-awake concern started business seven years ago in a small building in South street with a capacity of a hundred dozen pairs of hose. Three years ago they completed and

moved into their present modern building. This stands on a lot 60 by 150 feet and is four stories high. It is built on the daylight plan and thoroughly equipped with up-to-date machinery, and also has a dining and rest room for their three hundred people now in their employ. The capacity now is fifteen hundred pairs a day, and "Monito" hose, which is the brand they manufacture, is virtually known throughout the entire country. They now employ eighteen traveling salesmen who cover forty-seven States. Through their foresightedness and modern methods this Harrisburg concern is one of the biggest in their line to-day.

"A Square Deal For All" the Slogan

Square dealing, honest values, dependable merchandise and fair treatment, has been the foundation and keynote of Doutrichs' success. This was the policy adopted by Mr. Doutrich when he first started in business and rigidly adhered to throughout his career. That is the reason when you speak of Doutrichs it means "Always Reliable." Perfect satisfaction is always guaranteed you.

"The Live Store" "Always Reliable"

Spring Fashion Exhibit

of Imperial Drop Seat "Union Suits"

If you are looking for comfort and quality, here is the perfect garment, light and medium weight fabrics of cotton, silk and wool.

The Picture of Comfort
Because of the undeniable fact that the Imperial Drop-Seat type of Union Suit is the most comfortable form of underwear a man can wear—

Imperial
TRADE MARK REG.
"DROP SEAT" Union Suits are sold and recommended by most of the better dealers in Mens Furnishings. The New Imperial Rib which gives greater elasticity to the fabric is a feature this season

Price Range
\$1.25
to
\$4.00 Suit

Doutrichs

Always Reliable

304 Market St.

Harrisburg

National Student Clothes

Year after year this popular priced line has an increasing demand among young men who want service clothes. --It's not all on the surface in "National Student Clothes."

--You'll find the lining, the sewing and workmanship have received the most thorough attention--thousands to choose from.

\$15 and \$20



304 Market St.

Doutrichs

Always Reliable

Harrisburg, Pa.