



"Always Reliable"

I.H. DOUTRICH
PROPRIETOR

"The Live Store"

Overcoat-Fair

You and your friends are invited to visit "The Overcoat Fair" which opens to-morrow, Saturday, November 3 — Great preparations have been made all over the land to display "Overcoats" this season so that the buying public might have a glimpse of the multitudes of varied styles which will predominate during the Fall and Winter seasons — This "Live Store" is always on the alert, ready to render a "service" to its customers with anything that's worth while — This enormous exhibit will be of exceptional interest for we are going to start the "Overcoat Fair" with

A Stock of 4,300 Overcoats

Think of it--There are more "Overcoats" here than you would ordinarily see in a whole city the size of Harrisburg, but the only way we could bring a demonstration as worthy as the "Overcoat Fair" here, was by placing immense orders for Overcoats — Manufacturers have been eager to co-operate with us and this wonderful assemblage of Overcoats will emphasize the supremacy of Doutrichs, showing the tremendous buying power wielded by this "Live Store" which brings merchandise to you in price advantages.

We want you to come prepared to see every idea in a "Topcoat" in every sort of, color, fabric and style, at every price — It would be quite impossible to describe them, they're so numerous, but we would call your attention to the new fur collar toppers this "Live Store" is featuring — Then there are loose "Toppers" with belt all around, very beautiful in single or double breasted models, which will appeal to the majority of men — You'll find plenty of "Oxfords," "Browns," blended colors in light and dark shades, homespuns, fleece cloths, etc. — You'll open your eyes when you see the Overcoats HERE at

\$15 \$20 \$25 \$30 \$35

Now whether you buy or merely want to look at this mammoth collection you'll not go away disappointed — This is the store everybody is talking about, throughout Central Pennsylvania, because, of the Square-dealing and Greater Values they get HERE.

The Overcoat Fair

After all--it's what's "back of a store" that gives it prestige and makes it dependable--- These courteous, interested, energetic employees are glad-to-be associated with this "Live Store" because they are backed by Harrisburg's most progressive merchant---I. H. Doutrich---who believes in reciprocity---displaying his appreciation for meritorious services with substantial recognition in the pay envelopes of his employees.

Every employee extends you a cordial invitation to visit "The Overcoat Fair"

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304
Market Street

Doutrichs

Always Reliable

Harrisburg
Penna.

