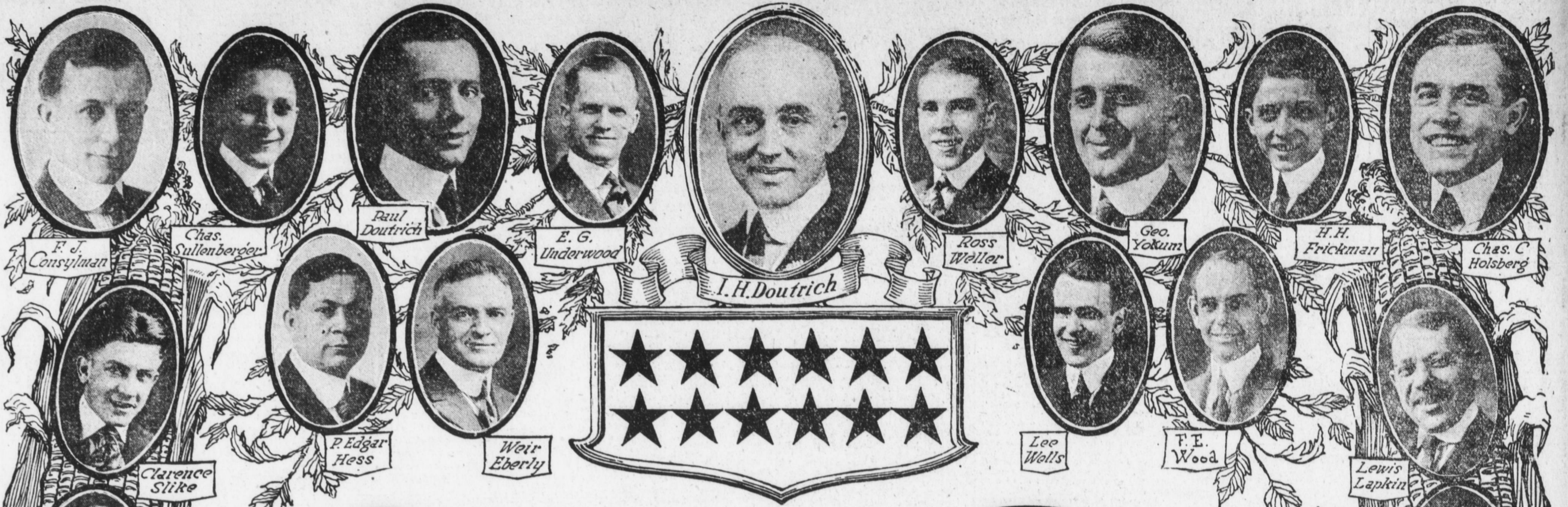


Store Open Saturday Night Until 9.00 O'clock



Overcoat-Fair

Is an annual event promoted by Doutrichs in the interest of its customers, demonstrating the enormous buying power of the great Doutrich organization—This year the "Overcoat Fair" will eclipse any previous success — this "Live Store" has undertaken — Here's a panoramic view of what you can expect when you come to the "Overcoat Fair."

Your very first view will be a sight long to be remembered and one that you barely thought possible, but, nevertheless, you're going to find it just as we say — our mammoth windows have been made ready for the opening day, filled to overflowing with "overcoats," their money value representing

Window Display **\$42,000** Window Display

Ever hear of any merchant putting that much merchandise in display windows at one showing — No, I guess you didn't, and to tell you the truth you would find mighty few stores that would have as many overcoats in their entire stock, we don't limit this statement to cities the size of Harrisburg, but we mean throughout the entire country for that's a lot of overcoats — Then when you cross the threshold of this "Live Store" you're carried away in amazement, for inside you'll see space after space filled to the very limit, cabinet after cabinet overdraped to the very ceiling with overcoats—in all there are

4,400 Overcoats

Little wonder it is then, that everybody is talking about Doutrichs—Today merchants for miles around asking themselves how - in - the - world - do - they - do - it, I don't - see - how they - can - sell - so - many - "Overcoats" in one store and "after all" they don't believe it anyhow — Meanwhile, We sell the overcoats the profits may not be so large but our customers are happy that we provided so generously for them and we get their everlasting good will and patronage—We don't think you will want to miss this "Overcoat Fair."

Twelve stars adorn the Doutrich Service Flag, among which is the junior member of the firm Paul E. Doutrich, son of the Proprietor. This fitting tribute speaks well for the spirit of this "Live Store" — We're looking forward when they will return to join this successful lot of enthusiastic employees.

304 Market St.



Harrisburg, Pa



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