Store Open Saturday Night

Overcoat-Fair

We are getting ready for the greatest day in the History of this "Live Store" — If you come HERE tomorrow, Saturday — You'll see a demonstration of what "the people" think of DOUTRICHS for you are going to see enthusiastic crowds at our much talked of "Overcoat-Fair."

There was a time when larger cities attracted the clothing buyers, that was before this "Live Store" made its appearance in this community—Now, however, it's just the other way, DOUTRICHS have a reputation that any store would envy; and its ever increasing volume of business through the confidence of the people, makes Harrisburg a very large clothing distributing center, no wonder this "Live Store" commands and dominates the clothing situation — In the first place DOUTRICHS sell more clothes than all the combined clothing stores in Harrisburg —in this way we can buy more and give greater values.

Do you know that if you took statistics of clothing stores for volume of business done according to the population of the city, you'd find this "Live Store" the "largest in the world?" But what has made DOUTRICHS the great organization it is to-day, has been the DEPENDABLE merchandise and SQUARE-DEALING you get HERE — Telling-the-truth-about-what-we-have-to-sell, we never fool the people and their "good will" goes with every customer — to their homes — to their friends — The courtesy and service they get HERE "brings them back" again and again.

This is The Home of the Overcoat

Your favorite is among this enthusiastic lot of employes and will take the personal interest in helping you to select your new "Overcoat" or Suit" or whatever else you may want to buy at this "Live Store" — There is no better organization anywhere than you will find HERE—One of our clothing salesmen sold "45" garments on the opening day of the Overcoat-Fair with several very close competitors — Never mind which one for they are all high-grade men who have been taught to serve you and your friends to the best of their ability, by I. H. Doutrich, the "greatest" merchant in the land.

Every member of this "Live Store" testifies to these foregoing facts in behalf of the liberal policy pursued by the proprietor

304 Market Street

Doutrichs
Always Reliable

Harrisburg, Pa.

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