

"The Live Store"

"Always Reliable"

All 35c
Brighton
Garters
19c

Yesterday the opening day of our semi-annual clearance sale was another demonstration of what the people think of this "Live Store's" merchandising events — and to-morrow you will see throngs of eager buyers who will crowd this "Live Store" for the known quality goods we are selling at extremely low prices. This is our regular SEMI-ANNUAL

All
Signal
Shirts
\$1.75

MARK-DOWN SALE

Where Everything in Our Entire Stock Is Reduced Except Collars, Manhattan Shirts and Interwoven Hose

We believe in good housekeeping, and the only way we have built up this enormous business has been by keeping abreast of the times and disposing of all merchandise within the season for which it was bought. Consequently you can never buy "questionable merchandise" at Doutrichs. Antiquities are all right in their places, but we don't believe in accumulating clothing or furnishing stocks. They don't improve with age, so we have a final "Clean-Up" twice each year which brings the best quality goods to you and your friends at GENUINE REDUCTIONS.

Of course it takes away our profit but it enables us to start the next season with new, fresh stocks. While we lose the profit we more than make up for it with the "good will" of the ever-increasing patronage that is finding its way into this exceptionally busy store. Harrisburg owes a lot to a store like Doutrichs which brings thousands of people to the greatest buying center in Pennsylvania. Every business shares a part of increased patronage through the efforts put forth by this "Live Store" to bring such great numbers of people from throughout Central Pennsylvania, and that's why any merchant in this community is only too glad to recommend this "Always Reliable" Store as the "best" Clothing Store to be found anywhere.

The Sale That Brings Out the People

- All \$20.00 Suits and Overcoats.....\$14.75
- All \$25.00 Suits and Overcoats.....\$19.75
- All \$30.00 Suits and Overcoats.....\$23.75
- All \$35.00 Suits and Overcoats.....\$26.75
- All \$38.00 Suits and Overcoats.....\$28.75

- All \$40.00 Suits and Overcoats.....\$29.75
- All \$45.00 Suits and Overcoats.....\$33.75
- All \$50.00 Suits and Overcoats.....\$37.75
- All \$55.00 Suits and Overcoats.....\$41.75
- All \$60.00 Suits and Overcoats.....\$45.75

What's the use of buying an ordinary suit and paying a big price for a "nameless" brand of clothing when you can come here and choose from our immense stocks? Remember we don't "pick out" the good ones and hang them "out of sight." You can come here during this greatest of all Clearance Sales and buy at reduced prices

Hart Schaffner & Marx, Kuppenheimer and Society Brand Clothes

All Hats Reduced	
All \$2.50 Hats	\$1.89
All \$3.50 Hats	\$2.89
All \$4.00 Hats	\$3.19
All \$5.00 Velour Hats	\$3.89
All \$7.50 Velour Hats	\$5.89
All \$10.00 Velour Hats	\$7.89

Underwear Reduced	
All \$1.00 Underwear	79c
All \$1.50 Underwear	\$1.19
All \$2.00 Underwear	\$1.59
All \$2.50 Underwear	\$1.89
All \$3.00 Underwear	\$2.39
All \$4.00 Underwear	\$3.19

A Final "Clean Up" of All Fall and Winter Stocks

"Goods Exchanged"

"Money Refunded"

"Alterations Free"

304 Market
Street

Doutrichs
Always Reliable

Harrisburg
Pa.

