

## July Clothing Reductions-DOU

The start of this "Big Sale" was a success from the very minute we opened our doors last Saturday morning — And we have been exceedingly busy ever since — There hasn't been an idle moment — This week has gone spinning by so rapidly that the days almost seem like hours — Like a steady stream the customers have been flowing into Doutrichs. This sale has been gathering momentum daily, each day far exceeds the previous day's business and the marvelous increased business we are enjoying through this successful sale will go down in the history of the store as one of our greatest achievements.

There are many kinds of sales, real and imaginary throughout the country, but the reason we get such a great volume of business is because we "never" fool the people. When a customer comes here we have what we advertise—plenty of it — In the past few days we have had at least a dozen customers who came here to buy merchandise after they had been disappointed elsewhere — We believe in "backing up" all we agree to do — We never back down with a lot of excuses — Doutrichs have the confidence of the people through square dealing, honest representation and greater values and truthful advertising. Talk about clothing at low prices! You and your friends will be surprised as well as agreeably pleased when you come and see the extraordinary clothes we are selling at July Reductions — The most gratifying thing about our reduction is this — We reserve nothing. How very many times do you go for an advertised article then when you get there after hurrying down town, the salesperson smiles pleasantly (it takes a very artful smile to allay the feelings of a provoked customer) and says, I am very sorry but we just sold the last one, we have something else that is just as good — Now, at Doutrichs we believe in selling the customer just what they want—So come here expecting to find the very suit you expected to buy for it's here and included in these reductions are all

## Hart Schaffner & Marx, Kuppenheimer & Society Brand Clothes

Every day the manufacturers are sending out letters and telegrams advising the clothiers of advance prices — So don't fool yourself, in a few months from now you may be paying higher prices for clothes than you expected to—Here's your protection, prepare for emergencies while you have the opportunity to buy at "Genuine Reductions." You say—Why do we sell at such low prices in face of all these market conditions — Well, our policy is to clean house by disposing of everything within the season in which it was bought. So, regardless of conditions or what it will cost to replace them, they must go.

## **Every Suit in Our Entire Stock Reduced**

Except Palm Beaches)

All \$25.00 Suits	\$21.50
All \$30.00 Suits	\$24.50
All \$35.00 Suits	\$28.50
All \$38.00 Suits	\$31.50

All \$40.00 Suits	 \$32.50
All \$60.00 Suits	 \$49.50

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All Straw Hats Reduced

-	304 Market Street	Doutrichs	Harri P
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All \$10.00 Boys' Suits \$8.50° All \$12.00 Boys' Suits \$10.50.° All \$13.50 Boys' Suits \$11.50

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