



"The Live Store"

"Always Reliable"

Again we present to the people of Central Pennsylvania our annual "Overcoat Fair"—although there's going to be a "short crop of Overcoats" this year. You will be treated to the richest display of Overcoats that your fancy could desire. We wish you could realize the great feast for your eyes that's waiting at this "Live Store's" Fall event.

What are you going to see? Oh, that's an easy question to answer, for we have gone over the situation so thoroughly that we have a vision of the expressions of delight our customers and friends will possess when they see this great collection of Overcoats—thousands of them—in pleasing fabrics of every quality and style—light, medium and heavy weights—some with belts all around or without, others with half belts—big roomy pockets of soft material. You'll wonder why they made these Overcoats so beautiful, but there's been a marked improvement in men's clothing this season—looks as though the men are going to have a chance as well as the women folks in promoting good styles—and we have them for your inspection at the

Overcoat-Fair

No matter what kind of an "Overcoat" you would like to have, it's here for you in the color and fabric you want at a price you will be glad to pay when you see these excellent quality Overcoats. We will prove beyond doubt that it pays to buy from a store that has a tremendous outlet, such as we have, where big volume cuts down the percentage of profits. You and your friends can get the benefit of these great savings due to our foresight in purchasing this great quantity of Overcoats months ago when prices were lowest. The Overcoat Fair opens tomorrow.

Did you ever see in any store a more pleasing group than these thoroughly trained, highly efficient employes? It would be hard to find a more loyal, aggressive, painstaking, wide-awake organization. It speaks well for the spirit of the store and pictures the wonderful growth of "Doutrichs" from the tiny acorn of a few years ago to the mighty "oak" as the Livest, Leading men's clothing store in the United States.

Come in to see the "Overcoat Fair" and receive the courtesy and dependable Doutrich Service everybody is talking about.

Doutrichs
Always Reliable