

A MESSAGE FROM THE MANAGER

Did you ever realize the obligation under which a good store stands towards its public? We would be a very poor store if we kept in stock only the things we wanted to sell.

This store must always suit you and serve you. We must always have exactly the merchandise you want. We must be continuously thinking about you and what you desire, instead of thinking about ourselves and what the manufacturers want to sell us.

Every day and hour we are planning and promoting this store's merchandise and service for you and your friends and neighbors.

We are giving you our earnest work, and all we know of good merchandise and your desires, to make this store continuously more helpful to you.

Are you taking full advantage of what we are doing to meet your desires and convenience?

Won't you come in and see the merchandise we are showing, and if the thing you want is not here, or if there is any other service which we could render you, which we are not supplying,

Won't You Be Kind Enough to Tell Us Our Shortcomings?

We realize some of them and these we are striving to overcome, but perhaps errors often occur or deficiencies are noticed, of which we should be made aware.

Tell us if we fail you in any point of our service. It is only by knowing the desire that is in your own mind, that we can make this store continue to serve you better every day and every year.

This is our chief ambition.

NOTHING TOO NEW OR FASHIONABLE IN HARRISBURG

Policy That Has Made the Doutrichs Store Famous

Because Harrisburg, as to population, is not a large metropolis—this is not the slightest reason in the world why anyone should think that our people do not desire the same opportunities for shopping that are afforded by the metropolitan stores. Doutrichs have always built upon the policy that their stores should serve their patrons as well as though they were located in the most aristocratic shopping avenue of any big city; service however, that is far more reasonable than that given by any of these aristocratic shops. The latter sell their reputation and ring in with their high prices. Their enormous overhead expenses, Doutrichs have been satisfied to build up a good name but without

saddling exorbitant charges on their customers and as their overhead is so much less, their customers benefit accordingly.

The close and friendly relations between the members of the Doutrich sales force keep the entire organization on the qui vive. When the department buyers return from their frequent trips to New York, Philadelphia and other markets, every salesman evinces as much interest in the latest offerings of fashion for men and young men which they bring back, as though the goods were bought for their personal use. Go into Doutrichs any day, inquire as to the minutest question which may arise concerning a suit of clothes, a dressy top coat, a fine silk shirt, or a dressy necktie, in fact anything in men's wear and you will find the clerk in charge of the department ready to answer the question instantly. The salesmen make it

their business to keep just as well informed concerning the stocks carried by the store as the department buyers. The result is that an esprit de corps abundantly exists at the Doutrich stores and the satisfaction of patrons in making purchases is bound to follow.

Every clerk in the store knows that I. H. Doutrich, the directing head of the firm, considers that nothing is too new or too fashionable for the people of Harrisburg, and loyally they follow his lead and serve the store's patrons as they know Mr. Doutrich would serve them were he doing their work.

It is largely due to the practical experience of these people that Harrisburg shoppers have the advantage of being able to procure in Harrisburg the newest fashion creations as early as New York or Philadelphia shoppers. Their practical knowledge and experience is such that they know how to anticipate the demands of the store's patrons, as to style, variety and prices.

The spirit existing at Doutrichs welcomes suggestions and criticisms of patrons, and because the customers do register complaints on the few occasions that they are not entirely satisfied, the friends of the store fortify the management with the amuni-

PROGRESSIVE MANAGER OF DOUTRICHS STORE



FRANK J. CONSYLMAN

Frank J. Consylman, the well-known manager of the Doutrich establishment, is a native product. He is a Harrisburger who grew up with Harrisburg, and is a young man of exceptional ability, whose energy and forcefulness have brought him to his present responsible position as manager of "The Live Store." He attended the public schools in this city, is a member of the Rotary Club, Chamber of Commerce, Civic and Fraternal organizations, and is well known in church circles.

He is well known in the business and was identified for twenty-one years with one firm. He is always on the alert to see that the patrons are well taken care of and his genial countenance will invariably be the first to greet you upon entering the Doutrich store.

ation by which those in charge are enabled to constantly improve the business and make it the best store service that human ingenuity can plan. It is hardly cause for wonderment, then, that following these business maxims

the store has been made one of the finest men's shops this side of the larger cities—one that can produce the goods and underbid metropolitan stores engaged in the same line of business.

"The Live Store"

Spring Fashion Exhibit of "Visor 4 in One" Sweaters

If you were going "forty" or "sixty" miles an hour you'd know the extreme comfort derived from wearing a "Visor" Sweater. Come here without delay and ask to see

The Visor Sweater

For "Golfing" — "Motoring" and "General Wear"

These Sweaters are made of soft elastic yarns — and are adapted for Men and Women. The convertible coat like collar with the small snap fasteners gives a very dressy look to the wearer. They're as warm as toast, yet not bulky. Valuable in stormy and chilly days in protecting the neck and chest — While in mild weather you have a perfect fitting V neck sweater without collar. Comes in Black — Navy — Tan — Brown — Oxford Gray and Maroon, or any shade can be ordered you may desire. All Visor Sweaters have two pockets. Sizes range 34 to 48.

\$5.00--\$6.50--\$7.50

304 Market St.

"Always Reliable"

Spring Fashion Exhibit of Sweaters

Mayer-Knit

- Silk Fibre Sweaters
- Shetland Wool Sweaters
- Brushed Wool Sweaters

\$5.00 to \$14.50

You know how all Harrisburg has been talking about "Doutrichs" Sweaters—There's a greater style range than ever, beautiful shades of Rose, American Beauty, Canary, Gold, Copenhagen and Helio in plain and two tone effects. High roll sailor collars and V necks.

Infants' and Children's Fibre Silk Sweaters.

Monito
TRADE MARK
"The Name of Hosiery"
Made in Harrisburg

Monito Monito Monito Monito

When you buy *Monito* you are buying the very best Hosiery made — perfect fitting Hose that will wear longer and look better than any you have ever worn — ask to see

303	540	522
25c	35c	50c

Compare *Monito* With Any Other Hosiery at the Same Price

Besides getting the best you are patronizing home industries, giving employment to Harrisburg men and women, who, by turning out a worthy product that gives such entire satisfaction, advertises this city all over the country—



Monito can be had in every desirable shade and color at

Doutrichs

Always Reliable

Harrisburg Pa.