



I.H. DOUTRICH

"THE LIVE STORE"
"Be Sure of Your Store"
"ALWAYS RELIABLE"



coat-Fair"

The Least Money

"The biggest day on record
markable prices we have placed on "Over-
t week have advertised us in every section of the

Honest
Representation

\$ 45—\$ 50

ad confidence in their goods, knew that they were not
gher than they should be and felt perfectly safe in what they were doing and
on making clothing, speeding up production. We, too, sized up the situation, feeling satisfied
ere on the right track, so we placed our orders at the time the market had reached the lowest
e why our Fall clothing is so good at such reasonable prices.

Kuppenheimer Clothes

res marked \$10 to \$15
he's simply paying the price for
orders cost more than our early orders.

Greater
Values

coat-Fair" in Harrisburg

advertising will bring business, but the
lines" or "sensational" advertising to promote and maintain
richs—"Square-dealing," "honest representation," "greater values," "cour-
fidence and lasting "good will" with the buying public—Our methods
titude who "prefer" to buy at Doutrichs.

le Doutrich Service
Is Talking About

ket Street
urg, Pa.

Doutrichs
Always Reliable

