

"The Live Store"

"Always Reliable"



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Good Overcoats
\$35, \$40, \$45

"Be Sure of Your Store"

Doutrichs "Overcoat-Fair"

Is the greatest achievement in big business and enthusiastic interest that we have ever promoted, and as you well know, this is a "Live Store" at all times, so you can imagine the great number of people who are coming here for their new Fall Clothes at our exceptionally low, reasonable prices.

\$30 — \$35 — \$40 — \$45 — \$50

A man's first duty is to provide food, shelter and suitable wearing apparel for himself and family, we needn't tell you how very scarce houses are, or certain articles of food. These shortages have made good business for the shoe merchants because the daily walk in search of everyday essentials has worn out a great many pairs of shoes during the past few weeks.

The clothing situation is causing alarm, also "good clothes" were never so scarce with the manufacturers as they are today — They simply can't get cloth to make clothes in sufficient quantities to fill their enormous orders. They think they are doing remarkably well to deliver twenty-five to thirty-five per cent. of their orders, so you can easily figure what's going to happen to the other sixty-five to seventy-five per cent. of their orders.

Some merchants will simply not get half their purchase because they waited late to buy. The early orders had the preference and we are thankful that we were in the early class and, that large proportions were shipped to us in July, August and September, gave us a chance to get a big stock on hand when the season opened and we have been better prepared to serve you than almost any other store in Pennsylvania.

The "Overcoat-Fair" has been a great saving of time and money as well as energy to thousands of people this year for when, our customers came here and found out what a wonderful stock of good clothes we had at so much less in price than they expected to pay, they went away pleased, telling their friends and neighbors about our good values. They in turn investigated and were delighted at finding our stocks and prices just as it had been represented, invested their money, and this endless chain of co-operation from our kind and generous patrons has made the "Overcoat-Fair" a phenomenal success. Get your Thanksgiving clothes now—You can save money at Doutrichs.

The Boys Are Coming to the "Overcoat-Fair"

Doutrichs
Always Reliable

Tomorrow a Big Day at the "Overcoat-Fair"