

Parish Educational Business Bulletin

AMERICA'S FAMOUS BREW



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HOUSE OF COATS
This is the age of specialization. Any man or any institution that does one thing only can do that thing better than the man or institution that does many things.
When the House of Coats opened its doors in Rochester nine years ago, it was with the announced policy to sell nothing but outer garments; cloth coats and motorcoats for men and women and raincoats for the whole family.
This policy was adhered to and the business flourished from the start. Two years ago it was necessary to move to larger quarters and last winter it again became necessary to double the amount of floor space. The establishment is now located at 75 Main Street East, where it occupies the entire first and second floors for sales rooms, with additional space on the second floor for alterations and fitting rooms.
The rapid growth of the business is ascribed to two things; the variety and newness of the styles and the exceptional values offered. The ability of the House of Coats to excel in the showing of the latest styles is due to the fact that buyers for this concern have nothing to buy but coats and they can spend their entire time combing the market for the latest and most desirable models and fabrics.
The unusually low prices that have always prevailed at the House of Coats are a direct result of the large volume of business done. Not only can merchandise be bought in large quantities, thus enabling more favorable terms, but where the same merchandise is turned so often the company can take a much smaller profit per sale and yet pay a fair return on the year's business.
This matter of turnover has another advantage for the House of Coats, for it means that fresh stocks must be constantly added and thus the buyer of a coat, no matter what time of the season, is sure to find new merchandise that reflects the very latest style trends.
"The Not Impossible Sale."
"I am going south on my vacation to see my fiancée."
"Who is she?"
"How do I know?"—Cornell Widow.

KOVEN FUR COMPANY
It is a universally well-founded principle with the wise shopper to patronize established home firms. The Koven Fur Company, 65 Clinton Avenue N., is one of Rochester's well-established business firms.
Mr. Koven is a native Rochesterian. He has been identified with the fur business for twenty years, having been through all its branches, from the raw hides to the manufacturing of the finest quality coats, wraps and furs.
By spending a couple of days each week in New York City Mr. Koven is able to keep in touch with the markets in the style center of the world.
The ladies of Rochester get the benefit of these tips as he invariably brings back a few garments which he has been able to buy way below the regular market price.
Those desiring fur garments will do well to keep in touch with the Koven Fur Company, for some rare bargain-fur values are to be found as well as the best of quality and correct styles.

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Styles Newer
Fabrics Finer
Prices Lower
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Everything in Furs
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Coats
Wraps
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Highest Quality
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FOR THE BABIES AND THE LADIES
PRICES TO PLEASE ALL

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