


Parish Educational Business Bulletin

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House of Coats

This is the age of specialization. Any man or any institution that does one thing and 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 St. East, where it occupies the entire first and second floors for sales rooms with additional space on the second floor for alteration 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 modes 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 ensuring more favorable terms, but where this same merchandise is turned over 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 or a coat, no matter what time of the season is sure to find new merchandise that reflects the very latest style trends.

Raynor, Nicholas & Truesdell
The above brokers, located at 32 Main St. West, offer unusual service to customers, having added an additional direct wire to all branches.
This Company is a member of the Consolidated Stock Exchange and an Associate member of the Curb Market. Stocks are purchased for delivery or on margin—in blocks or odd lots. References as to clients are required by rules of the exchange which are handled thru their own private channels thereby removing any annoyance to customers.
Mr. Thomas R. Lewis, Manager and Herbert W. Day, Asst. Manager, are conservative business men of recognized standing in Rochester whom you may feel free to consult. The weekly Street Digest pertaining to ultra-conservative policies, current happenings, digest of market, as *forecast* by important brokerage firms and the press will be mailed upon request.

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