

GATELY OUTFITTING CO.

398-400 MAIN STREET, E.,

ROCHESTER, N. Y.

IMPORTANT

BECAUSE a store is willing to give you what you want on credit does not necessarily mean that you are asked to pay a price higher than that which you will pay in any cash store. Make comparisons!

Have you ever stopped and considered the difference between the prices we ask you to pay and those of the cash store, then again, the quality of our goods compared with that which you are given by them? If you had you would find a great many instances where our prices are below theirs, and that our goods are far beyond comparison. Investigate!

A great many people believe that for a concern like this to do a successful business they must charge an exorbitant price for everything they sell. Now, the sooner you get that idea out of your head, and the more fully you realize the benefits you gain from our easy paying system, the better for you and your family. We carry "Union" label goods.



44 STORES IN
AS MANY CITIES

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THE VALUE OF CREDIT

IS your credit good? Have you ever tried to purchase anything with it? Do you know that it is just as good as cash to you, and if you are honest and trustworthy you can come here and open an account with us, get what you want, take it home and have the use of it while you are paying us on easy weekly payments? Come in today.

We value your credit more than we do cash because by our trusting and placing our confidence in the public we have built up a credit business that is beyond comparison, either in this or any other city.

Without credit it is very hard to get along unless you have plenty of ready money to put your hand on, and, with credit, you can enjoy life the same as those who have cash. You can always dress in the latest styles, and purchase what you need for the house. Come in and see us; we'll open an account for you. Your credit is good.

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NEW FALL SUITS

—FOR WOMEN—

Do you need a new Fall Suit? Have you got enough money to pay cash for one? Have you ever tried to get anything on your credit? Now, we strongly urge each and every economical woman who wants to wear a new suit this Fall to come here and open an account. We will open an account for you, give you the suit you want, let you take it home and wear it while you are paying us for it on easy weekly payments. Our Fall line of Women's Suits is now complete, and we have all the latest styles and shades.



—Prices From—

\$7.50 UP TO \$35.00

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NEW FALL COATS

—FOR WOMEN—

You don't need to have the cash to buy a coat here. Not while your credit is good, and if you are honest and trustworthy we will open an account for you. Your credit here is just as good as cash, and it is just the same as money in your pocket.

Now this is the time to come in and get one of these coats, and this is the store to give you the coat you want on credit. We give you the coat to wear while you are paying us for it, and the weekly payments are so small you will never miss the expense. Come in today.

—Prices From—

\$5.00 UP TO \$25.00



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—SKIRTS—

SOLD ON CREDIT

Yes, we sell skirts on credit, and sell them at prices lower than any other store in this or any other city. Now, if you need a new skirt for the Fall don't go without it because you haven't got the money. Your credit here is good, so there is no excuse for not having one, and, then again, we will open an account for you, give you the skirt you want to take home and wear while you are paying for it on easy weekly payments. We have all this season's latest styles and shades made up for us in the best material.

—Prices From—

\$1.50 UP TO \$22.00



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MISSES' FALL SUITS

—AND COATS—

Our showing of misses' Fall Suits and Coats is now complete, and it is one that has no equal in this or any other city. Our prices are lower than the lowest cash store prices, and the quality of our goods is far beyond comparison. We do not require the cash when you come here to buy a suit or coat. Your credit is good, and if you are honest and trustworthy we will open an account for you, give you the suit or coat you want, let you take it home and wear it while you are paying us on easy weekly payments.

—Prices From—

\$2.50 UP TO \$18.00



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—NEW FALL— MILLINERY

Buy your Fall Millinery now, and buy it without the cash. You can do so by coming here and getting the hat you want on credit. The prices we ask are below those you will have to pay in a cash store. It is an easy matter for any honest, trustworthy woman to open an account with us, which when once opened entitles her to purchase whatever she may require, and all she is asked to do is to pay us on easy weekly payments until it is paid for. Our hats are the latest styles and shapes. Come in and have one charge to your account. Pay us weekly.



—Prices From—

\$1.50 UP TO \$10.00

GATELY OUTFITTING CO.

398-400 MAIN STREET, E.,

ROCHESTER, N. Y.

NEW FALL SUITS —FOR MEN—

There is no excuse for any honest, trustworthy man not being well dressed when we are willing to

open an account for him. Men, your credit here is just as good as cash, and with it you can purchase anything in our Men's Department and only have to pay us on easy weekly payments. The payments we ask you to make are so small that you will never miss the expense. We carry clothing for men that is made up for us by the most skilful workmen in the best sanitary workshops, and bears the "Union" label.

—Prices From—

\$7.50 UP TO \$25.00



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MEN'S NEW FALL —TOP COATS—

Come in now while our line of Top Coats is complete, and have the coat you want for the Fall charged to your account.

Your credit here is good, and we will give you the coat to take home and wear while you are paying for it on easy weekly payments. We have the latest shades and cuts, and every coat is guaranteed to give perfect satisfaction to every one who wears it. Like our men's clothing—they are made up for us by the most skilful workmen in the best sanitary workshops, and bears the "Union" label. Perfect fitting coats.

—Prices From—

\$5.00 UP TO \$22.50



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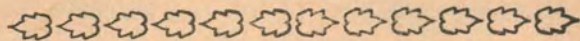
—BOYS' CLOTHING—

SOLD TO YOU ON CREDIT

Every woman who is honest and trustworthy can bring her boy here and get a new Fall suit for him on credit. We will open an account for you and give you the suit to take home for your boy to wear while you are paying us on easy weekly payments. Your credit here is just as good as cash, and we strongly urge you all to come in and open an account. Our Boys' Clothing is unsurpassed by any other store in this city, and our policy of time payments has no equal. Buy your boy his school suit now, and buy it from us. Pay for it while he is wearing it.



—Prices From—
\$1.50 UP TO \$10.00



FALL STYLES



MEN AND WOMEN.

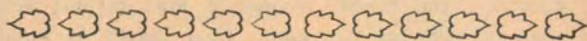
Your Credit Here Is Good!



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