

REMEMBER—You'll find Merchants' Week special shopping tickets all over the store. Look for them—and wherever you see a pumpkin yellow ticket with black letters, in any part of the store, it means sure savings to you.

The Porteous & Mitchell Co.

VISITORS to Norwich during Merchants' Week are invited to make this store their headquarters. Use our Rest Room on Third Floor and arrange to meet your friends there. Leave your packages here, also, while you visit around town.

Saturday, October 23rd, to Saturday, October 30th, (inclusive) will be MERCHANTS' WEEK

During Merchants' Week we co-operate with other Norwich merchants in extending to out-of-town customers the opportunity to do their Fall shopping in Norwich, and at the same time to save substantially on their purchases. The merchants of Norwich believe that they offer trading advantages that are unsurpassed by any other city in Connecticut. To demonstrate this fact, and to induce a great Fall buying movement, during Merchants' Week

WE WILL OFFER SPECIAL VALUES ALL OVER THE STORE

Reduced prices on selected lines of New Fall Goods, the kind of merchandise that every Man, Woman and Child needs now. Nothing of dubious quality. Every special offering is on goods of the most dependable character. Every item so offered carries with it our broad guarantee of absolute reliability. These offerings are for everybody—our city patrons as well as out-of-town patrons. Don't fail to take advantage of them.

Read Every Line of This Advertisement! Note the Price Reductions! Come to the Store!

Jewelry Specials
Simplicity Hinged Bracelets, rolled gold plate, guaranteed for 5 years—
At 29c, regular price 50c
At 49c, regular price 75c
At 59c, regular price \$1.00

Hair Goods Specials
At 12½c—Self-adjusting Hair Nets, made of real hair, all colors, value 25c.
At \$1.25—Human Hair Switches of excellent quality wavy hair, length 26 inches, all colors except gray, value \$2.50.

Toilet Specials
At 15c—Kolyvos Tooth Paste, regular price 25c.
At 15c—Woodbury's Facial Soap, regular price 25c.
At 25c—Peroxide of Hydrogen, 32-ounce bottle, value 50c.
At 33c—Hinds' Honey and Almond Cream for chapped skin, value 50c.

Kitchenware Department
MERCHANTS' WEEK SPECIALS
At 17c—Brooms, regular price 25c.
At 15c—Carbena Cleaning Fluid, disinfectant cleaner, value 25c.
At 19c—Shamrock Pail, 19-quart size, regular price 25c.
At 21c—Liquid Veneer, value 25c, at 15c large size, value 50c.
At 35c—Bath Room Sets—Towel Bar, Soap Dish, Tumbler Holder, brush holder, value 60c.
At 75c—Feather Dusters, size 14-inch, selected turkey feathers, value \$1.00.
At \$1.39—Hampers, ash splint, size 18x12x24, value \$2.00.
At \$1.75—Hampers, ash splint, size 17x17x24, value \$2.50.
At \$2.48—Double Bottom Wagon Cast Aluminum, value \$3.00.
At 50c—Mrs. Potts' Sad Iron, three iron, Stand and Handle, value \$1.15.
Tea Pots, Coffee Pots and Tea Kettles, all sizes and kinds—an odd lot at one-third less than regular price.

OUR MEN'S STORE

Everything in Men's Wear Outfitters to Man and Boy
Clothing, Hats, Shirts, Neckwear, Hosiery, Etc.

Merchants' Week Special Values For Men

Men's and Youths' WINTER Overcoats in black, gray and fancy mixtures, made with fitted back—also full Box Coats with or without velvet collars—these are our regular \$15.00 Overcoats for **\$11.95**
Men's and Youths' Rain Coats, a double texture coat, fully cemented and strapped, guaranteed rain-proof—these are regular \$5.00 Coats at **\$4.39**
Men's and Youths' Navy Blue Worsted Trousers, made with side buckles and belt strap—these are regular \$1.50 Trousers at **\$1.15**

Merchants' Week Offerings in Men's Furnishings

Men's Belts, in black, tan and gray, all sizes, 30 to 42—these are regular 50c Belts at **29c**
Men's New Fall Neckwear in plain and a variety of fancy colors, these are the fashionable wide-end shapes and regular 50c value—at 3 for \$1.00 or each **35c**
Men's Outing Flannel Night Shirts, attached collars, all sizes and a variety of styles, regular \$1.00 value at **79c**
Men's Flannel Shirts in light and dark gray, khaki and dark brown, all sizes—these are our good value \$1.00 Shirts at **85c**
Men's Necktie Shirts of fine quality madras, in a splendid range of plain color and novelty effects, made with lustrous attached cuffs—these are regular \$1.25 value at **95c**
Men's Natural Wool Union Suits, medium weights long sleeves and ankle length—these are excellent value for Merchants' Week at **\$1.19**
Genuine Cowhide Suit Cases, with steel frame, cloth lined and one-inch strap all around case—these are regular \$5.00 Suit Cases at **\$4.19**

A \$10.00 Hall-Bouchart Dress Form to be Given Away



We are local agents for the FREE Sewing Machines. For the purpose of introducing the 1915 model of the FREE Cabinet Sewing Machine, the makers of this machine make this remarkable offer for MERCHANTS' WEEK!
With every purchase of a 1915 model of the FREE Cabinet Sewing Machine, they will give ABSOLUTELY FREE a "Hall-Bouchart, New Perfection Tel-s-kopic, Adjustable Dress Form" that sells everywhere at \$10.00. This is something that every woman who does home sewing will appreciate.

Will Be Sold on Easy Payments

Free Sewing Machines are sold on the easy payment plan. Pay \$1.00 down and the machine is immediately delivered to your home—the balance in easy payments in accordance with our club plan.

Liberal Allowance For Old Machines

If you have a Sewing Machine that is not doing satisfactory work, we will take it off your hands in exchange for a FREE Sewing Machine and make you a liberal allowance for your old machine.

Visit Our Sewing Machine Department

Remember—it is a \$10.00 Hall-Bouchart Dress Form ABSOLUTELY FREE, with a 1915 model of the Free Cabinet Sewing Machine. This offer is for Merchants' Week only—October 23rd, to October 30th, inclusive. Be sure and visit our Sewing Machine Department during Merchants' Week and learn about this remarkable offer.

Merchants' Week Specials In Boys' Clothing

At 44c—Boys' Hat-Rag Hats and Golf Caps, value 60c.
At \$1.25—Boys' Sweaters, sizes 8 to 12, in maroon, navy, gray and tan, value \$2.00.
At 89c—Boys' Knickerbocker Trousers, corduroy, navy serge and mixtures, sizes 8 to 12, value \$1.25.
At \$1.25—Boys' Norfolk Suits, neat mixtures, sizes 4 to 12, value \$2.75.
At \$2.25—Boys' Norfolk Suits, brown and gray mixtures, value \$4.00.
At \$4.75—Boys' Norfolk Suits with two pairs of Trousers, value \$6.00.
At \$6.99—Boys' Norfolk Suits, stylish mixtures, sizes 8 to 12, value \$9.00.
At \$8.99—Boys' Norfolk Suits, glads and mixtures, sizes 11 to 17, value \$12.00.
At \$3.99—Boys' Chinchilla Overcoats, navy and gray, sizes 8 to 10, value \$4.00.
At \$4.00—Boys' Mackinaws, warm and serviceable, sizes 8 to 16, value \$5.00.
Women's and Misses' Coat Sweaters, strictly all wool, in white, brown, gray, brown and green, regular \$1.50 value—Merchants' Week special price **\$1.05**

Candy Specials

Jordan Almonds, assorted flavors, best 60c grade—Merchants' Week special price a pound **29c**
Cherry Cordial, a choice confection, containing whole cherry inserted in a delicious Chocolate Cream, value 50c—a pound **29c**

Mating Hand Bags, 50c

Mating Bags with brass lock and catches, make excellent shopping bags, sizes 14, 16 and 18 inches—Merchants' Week special price 50c, regular prices 75c, 90c and \$1.00.

Leather Hand Bags, 69c

Newest shapes in Leather Hand Bags, leather lined, with purse and mirror—Merchants' Week special price 69c, regular price \$1.00.

25c Writing Paper, 18c

White Fabric Writing Paper, 120 sheets, at 15c a box, value 25c. Envelopes to match, 75 in box, at 15c a box, value 25c.

Yankee Notions

Fryns "See Its Spring" Dress Fasteners, all sizes, black, and white, regular price 10c a dozen—Special price **5c**
John J. Clark's Best Six-cord Machine Thread, all numbers, 5 to 70, in black and white, regular price 50c—Special price a spool **3c** (Not more than 12 to a customer)
3,000 cards of Buttons in every size up to a large coat button, in every kind, pearl, glass, rubber, celluloid, etc., from 3 to 24 buttons on a card, actual value up to 30c—Merchants' Week special price a card **2c**

25c Hosiery at 19c

One case of the well-known Burton Trunk Top Hosiery, a very popular style, regular 25c quality at 19c a pair.

37½c Hosiery at 29c

Women's Fine Hosiery in cotton and silk lisle, a splendid line of styles, regular 37½c Hosiery at 29c a pair.

Women's Underwear, 27c

Women's Medium Weight Vests and Pants in every wanted shape, both regular and extra large sizes—Merchants' Week special price 27c, regular prices 30c and 35c.

Union Suits at 47c

Women's Medium Weight Union Suits in all the different shapes, both regular and extra large sizes—Merchants' Week special price 47c, regular 75c value.

Colored Nets, 29c

Fancy Colored Nets, 18 to 45 inches wide, consisting of short lengths in Fancy Colored Nets and Chiffons that sell regularly up to 80c a yard—Merchants' Week special price 29c a yard.

Silk Nets, 89c

40-inch Silk Nets in Belgian blue, navy, light blue, plum and African brown, also Printed Nets at 85c a yard, regular prices up to \$1.50.

Chiffon Cloth, 89c

Chiffon Cloth in a full line of colors, our regular \$1.00 quality. Merchants' Week special price 89c a yard.

Knit Auto Scarfs

Full-fashioned Knit Auto Scarfs in a large assortment of colors—these sell regularly at 75c to \$1.50—Merchants' Week special price 48c and 90c.

Outing Flannel, 6½c

One case of Outing Flannel, light, medium and dark colors—Merchants' Week special price 6½c a yard, value 9c.

Apron Gingham, 6½c

One case of Apron Gingham, good quality and a splendid selection of styles—Merchants' Week special 6½c a yard, value 8c.

Dress Gingham, 6½c

One case of Dress Gingham, 27 inches wide, 10 to 20-yard lengths, in a good range of patterns at 6½c a yard, regular price 8c.

12½c Gingham at 8¾c

Fine Quality Dress Gingham, newest Fall styles and colorings—Merchants' Week special price 8¾c a yard, regular price 12½c.

Dress Cambrics, 8¾c

50 pieces of Dress Cambric, 36 inches wide, new Fall styles, light, medium and dark effects at 8¾c a yard, regular price 10c.

15c Ripplette at 9c

Ripplette, 22 inches wide in a good selection of staple stripes and all the wanted colorings—Merchants' Week special price 9c a yard, regular price 15c.

17c Poplin at 12½c

One case of Poplin, 27 inches wide in all the desirable plain colors—Merchants' Week special price 12½c a yard, regular price 17c.

50c Storm Serge, 44c

36-inch Storm Serge in black and a full line of colors for dresses and skirts at 44c a yard, regular price 50c.

French Serge at 69c

42-inch French Serge and Storm Serge in black and colors—also 50-inch, Shepherd Check Suiting, in black and white at 69c a yard, regular prices 75c and 89c.

\$1.50 Dress Goods, 95c

One lot of Dress Goods including 42-inch All Wool Poplin—30-inch Spot-proof Serge—36-inch Imperial Serge at 45c a yard, regular prices \$1.00, \$1.25 and \$1.50.

Women's Cloakings

At \$1.29—Cloakings, all wool, plain colors and stripes, regular price \$2.00.
At \$1.95—Cloakings in plaids and plain colors, regular price \$2.50.

39c Seco Silks, 25c

Seco Silks, 36 inches wide, black, white and all colors, for street and evening wear at 25c a yard, regular price 39c.

59c Silks at 45c

Silk and Cotton Crepe-de-Chine in black, white and evening shades for waist or gown at 45c a yard, regular price 59c.

89c Messaline at 69c

All Silk Messaline, 36 inches wide in black only, for waist of dress at 69c a yard, regular price 89c.

89c Corded Poplin, 69c

Corded Poplin, the new dress silk, 36 inches wide, in black, white and all the fashionable shades at 69c a yard, regular price 89c.

\$1.00 Poplin at 89c

Silk and Wool Poplin, 42 inches wide, in black and all the new Fall shades at 89c a yard, regular price \$1.00.

Rug Specials

At \$12.40—Tapestry Brussels Seamless Rugs, size 9x12 feet, value \$14.50.
At \$16.95—Extra Heavy Axminster Rugs, size 9x12 feet, large assortment of patterns, value \$20.00.
At \$17.95—Velvet Rugs, special size, 10 feet, 6 inches by 12 feet, value \$24.00.
At \$21.95—Best Quality Axminster, Roxbury and Bigelow Rugs, size 9x12 feet, value \$26.00.

Rug Filling, hardwood effects, dull finish—

At 30c—24-inch, value 29c
At 39c—36-inch, value 50c.

Linoleum Specials

At 30c—New Process Linoleum, very durable, pretty patterns, regular price 39c a square yard.
Best Grade Printed Linoleum, newest matting effects and pretty wool patterns.
At 45c square yard, value 60c
At 50c square yard, value 60c.

Handkerchiefs

MERCHANTS' WEEK SPECIALS
At 2½c—Children's School Handkerchiefs, white with corded border at 2½c each, two for 5c.
At 5c—Women's Fine Hemstitched and Embroidered Handkerchiefs at 5c each, 6 for 25c.
At 9c—Women's Handkerchiefs with embroidered corners, regular 12½c value at 9c each, 5 for 25c.

At 4c—New Colored Border Hemstitched Handkerchiefs at 4c each, 6 for 20c, regular price 2c.

Domestic Department

MERCHANTS' WEEK SPECIALS

At 63½c—34-inch Bleached and Brown Sheetting, value 9c.
At 73½c—36-inch Bleached and Brown Sheetting, value 10c.
At 83½c—32-inch Bleached and Brown Sheetting, value 12½c.
At 10c—Pillow Cases, sizes 42x24 and 45x25, value 12½c.
At 15c—Pillow Cases, sizes 45x25 and 48x24, value 20c.
At 55c—Seamless Sheets, size 31x90, value 75c.
At 75c—Seamless Sheets, size 31x90, value 95c.
At 73½c—Brown and Bleached Linen Crash, value 10c.
At 12½c—Brown and Bleached Linen Crash, value 17c.
At 37½c—Bates' Turkey Red Table Damask, 1½ to 2-yard lengths, value 40c.
At 29c—58-inch Mercerized Satin Damask, soft finish, value 39c.
At 49c—Imported Table Damask, 54 inches wide, value 55c.
At 75c—Irish Table Damask, absolutely pure linen, four patterns, value 90c.
At 90c—Silver Bleached and Pure Bleached Double Damask extra heavy, value \$1.25 and \$1.50.
At 50c—One case of Sanitary Diapers, 10-yard lengths, value 75c a piece.
At 75c—English Long Cloth, 36 inches wide, 10-yard pieces, value \$1.00 a piece.
At 90c—Hemmed Crochet Bed Spreads, double bed size, value \$1.25.
At \$1.49—Hemmed Crochet Bed Spreads, splendid quality, value \$1.98.

Blanket Specials

At 50c—One case of Cotton Blankets, single bed size, value 75c.
At 90c—One case of Cotton Blankets, white and gray, large size, value \$1.35.
At \$1.48—White and Gray Woolnap Blankets, value \$1.98.
At \$2.95—Wool Blankets, full size, value \$4.00.
At \$3.95—Size 11-4, All Wool Plaid Blankets—also white with colored borders, value \$4.00.

\$10.00 Blankets at \$4.95

15 All Wool Plaid Blankets, size 72x90, assorted combinations, a discontinued line at \$4.95, regular price \$10.00.

50c Aprons at 29c

Tan Color Bangalow Aprons, a manufacturer's surplus stock—Merchants' Week special price 29c, regular price 50c.

Bungalow Aprons, 42c

All our regular 50c Bungalow Aprons, made of plain chambray and gingham, light and dark percales—Merchants' Week price, 42c each.

Flannel Petticoats, 21c

Women's Outing Flannel Petticoats, plaid, blue and plain white at 21c, regular price 25c.

50c Outing Gowns, 39c

Women's Outing Flannel Night Gowns in pink and white, blue and white effects at 39c each, regular price 50c.

Silk Petticoats, \$1.98

Women's Silk Petticoats, made of good quality taffeta, a full line of colors at \$1.98, regular price \$2.50.

\$5.00 Petticoats at \$2.98

Silk Petticoats with Jersey top, in all the fashionable shades—Merchants' Week special price \$2.98, value \$5.00.

Draperies—Curtains

At 50c—Curtain Scrim, plain open-work border, value 12½c.
At 10c—Curtain Marquisette, white and ecru, with pretty borders, value 25c.
At 15c—New Curved End Brass Extension Rod, regular price 19c.
At 60c—Scrim Curtains, with Lace Edging and Inserting, value 95c.
At \$1.25—Dutch Curtains, with Valance, ready to hang, value \$1.75.
At \$2.48—Scrim and Marquisette Curtains, a big variety of styles, value \$3.50.

Women's and Misses' Fall Apparel

Coats, Tailored Suits, Silk and Serge Dresses

Some Extraordinary Values For Merchants' Week

\$5 { This is a remarkable offering. It includes just 75 Women's and Misses' Coats in full-length, three-quarter and Sport Coats. The colors are black, navy and mixtures. During Merchants' Week or while they last we offer these 75 Coats at the very special price of **\$5** } **\$5**

Women's Suits, smartly tailored, of poplin, cheviot, serge and mixtures—these are our regular good value \$17.50 Suits and they will be offered during Merchants' Week at **\$14.50**

Women's High-grade Suits, in a number of smart models, beautifully tailored and silk lined—amongst them are a number of Sample Suits, only one of a kind—these are our regular good value \$25.00 Suits offered during Merchants' Week at **\$19.50**

Women's and Misses' Serge Dresses in three excellent models, in black and navy, trimmed with braid and plaid silk—these are our regular \$7.50 Dresses at **\$5.98**

Women's Silk Dresses of splendid quality taffeta and crepe-de-chine, in a number of attractive models—these are our regular \$12.50 Silk Dresses offered during Merchants' Week at **\$9.98**

Women's Silk Waists of white crepe-de-chine, tub silks and Roman stripe silk—these are regular \$2.50 Silk Waists at **\$1.98**

Children's Dresses For Merchants' Week

Children's Dresses of excellent quality gingham—Dresses that mothers will appreciate when they see them—Merchants' Week special value at **49c**

Children's Dresses, in a number of attractive models, materials are gingham, chambray and galatea cloth, sizes 6 to 14, good \$1.25 value at **95c**

Remarkable MILLINERY Special Offerings

Many Extraordinary Offerings For Merchants' Week

Crush Hats, with attractive band, all ready-to-wear, for women and children, make excellent School Hats, black and colors, regular price 69c—Merchants' Week special price **49c**

Women's and Misses' Trimmed Velour Hats, in all the leading shapes, regular \$3.98 and \$5.00 values—Merchants' Week special price **\$2.98**

Women's Dress Hats in some of the most desirable models of the season, regular \$2.98 value—Merchants' Week special price **\$1.98**

Ostrich Feathers, in black and white, in the most fashionable shape—Merchants' Week special values at \$2.98, \$2.95 and **\$1.98**

Many other special values in Millinery will be offered during Merchants' Week. Be sure and visit this department for the best possible values.

LOOM ENDS IN STYLISH RIBBONS

Upwards of 1,000 yards of Loom Ends in the newest effects in Fancy Ribbons. Every wanted kind of Ribbon is included—Hair Ribbons for Girdles, for Fancy Work, Etc., the widths ranging from 4 inches to 6½ inches, regular prices 25c and 39c—Merchants' Week special price a yard **15c**

Remarkable Glove Values for Merchants' Week

Women's \$1.00 Cape Gloves at 79c
Women's Cape Gloves, one of the best known makes in tan color only—these are a regular \$1.00 Cape Gloves—Merchants' Week special price 79c a pair.

Women's \$1.25 Mocha Gloves at \$1.09
Women's One-clasp Mocha Gloves for Fall, the well-known "Bosmo" make, in tan and gray—Merchants' Week special price \$1.09, regular price \$1.25 a pair.

SOLE agents in Norwich for the Edison Diamond Disc Phonograph—also agents for Columbia Grafonolas. During Merchants' Week there will be daily concerts on these musical instruments. Be sure and visit our Music Department on Third Floor and hear these delightful musical instruments.