

We advertise exactly as it is

MURPHY & McGARRY
207 Main Street

Dollar Day Specials

WEDNESDAY, AUGUST 23rd

When this store offers merchandise valued at \$1.25 for ONE DOLLAR, it is a known fact that standard values only are given, which insures you of getting more for your money than most stores give.

Here Are a Few \$1.25 Combinations for **\$1.00**

- 5 pairs of ONYX HOSE, 25c quality for..... \$1.00
- 8 COLLARS, the 15c straight quality for..... \$1.00
- 4 pairs of HOSE and 25c NECKTIE for..... \$1.00
- \$1.00 SHIRT and 2 COLLARS, \$1.30 value..... \$1.00
- \$1.00 UNDERWEAR (union or two-piece), and 25c HOSE..... \$1.00
- 3 pairs of HOSE and 50c NECKTIE for..... \$1.00
- \$1.00 SHIRT and 25c SUSPENDERS for..... \$1.00
- Selected patterns of \$1.50 SHIRTS for..... \$1.00
- Any combination to the value of \$1.25 can be bought on Dollar Day for... \$1.00

Any Suit bought during "Dollar Day" will be reduced \$1.00 from our regular low mark-down sale price.

It will pay you to make all the purchases you can on DOLLAR DAY. The more you spend, the more you make.

Murphy & McGarry

ANOTHER DOLLAR DAY WEDNESDAY

Norwich Merchants Will Offer Exceptional Values to All of Eastern Connecticut—Why the Rose of New England is the Trading Center For a Radius of Thirty Miles—Read the Advertisements in This Morning's Bulletin and Watch the Window Displays For Big Bargains.

Welcome to Norwich, the Rose of New England and the Best Trading Center in Eastern Connecticut, will be on the tongue of every merchant on Dollar Day, Wednesday, August 23. Norwich has had several Dollar Days in the past year or so and they have been so successful in demonstrating to the public of eastern Connecticut that Norwich is the only and the best place for them to trade that the local merchants have again bound themselves together in another bargain giving day.

The claims of Norwich to be considered the logical trading center for this district are numerous and convincing. It is the largest city east of the Connecticut river. It is easily accessible by trolley and steam cars to every section of eastern Connecticut and western Rhode Island. It has live merchants in every line of business, with large and various stocks of reliable merchandise, which is always sold at fair prices. Norwich has no real competitor as a market place for all the territory which it seeks to serve.

From the Suburban Standpoint. From the standpoint of the country dweller, Norwich offers many opportunities to trade economically and satisfactorily. The means of reaching the heart of the city by the steam roads and trolleys which tap the entire surrounding country is unequalled. The stations of the two steam roads—the Central Vermont and the New Haven—are centrally located and you may step from the trolley almost at the door of any of the stores where you intend to purchase.

Norwich, the metropolis of Eastern Connecticut, offers unsurpassed facilities to the out-of-town shopper. Situated in the midst of a large number of bustling towns and villages, it has grown to be an attractive trade center. Most cities with twice the population of Norwich do not appear so businesslike. People from twenty miles around congregate here, especially on Saturday evenings, when the business district is crowded with shoppers, to say nothing of the numerous sightseers.

Save Carfare by Shopping Here. Many people from the surrounding towns save their carfare by doing the bulk of their shopping in Norwich. The numerous department stores are well stocked with the best product that the manufacturers can produce—offering the buyer anything from a pin to an automobile.

A very noticeable thing is that the proprietors of these stores are always courteous and appear to work under the slogan: "Money refunded for any unsatisfactory purchase." The clerks and other employees of Norwich stores are polite, obliging and ever willing to assist customers in their selection of goods. Large, airy and well lighted—these stores make shopping a pleasure rather than something to be dreaded. Then there are the waiting rooms and ladies' parlors to add to the pleasure of the shopping party.

If one wants to go to the theatre, there are several to choose from, all giving a very interesting and entertaining performance.

The Finest Lines Obtainable. The one-time twice a year trip to the larger city, has been abandoned, for it has been discovered that our Department Stores, our Milliners and Clothiers have realized the necessity of keeping at home, and have year after year brought to this city the finest line obtainable.

Our Department Stores, Hardware Stores, Wholesale Grocers, Packers, are the largest in Eastern Connecticut.

Those who trade in small towns are at a decided disadvantage for there is not enough competition to insure the lowest prices. Transportation facilities are oftentimes inferior so merchants must add enough to the regular price to pay for getting the merchandise to their stores, but these disadvantages are eliminated in Norwich.

Not only are the goods cheaper in Norwich than in the surrounding towns, but the trading stamps given with cash purchases are an added incentive to buy there. The premiums given for these stamps are many and varied.

Merchants Are Reliable. Norwich is the natural trading center for all Eastern Connecticut and Western Rhode Island, not only on account of the accessibility by trolley and steam railway, but because of the reliability of its mercantile establishments, and the high standard of the merchandise which they carry.

If there were no other reasons than those already enumerated, it would seem that Norwich occupied a most strategic position as a market place. But there is still another, and a more convincing argument why Norwich is better able to serve the merchandise needs of the people living in the territory under consideration and as it is along the line of economy it should appeal to the trading public. It is a well known fact that the price of any commodity is regulated by the cost of the article plus the expense of conducting the business of selling it.

In the large cities of the country, owing to the higher cost of doing business, the percentage which must be added to the first cost of the merchandise is greater than it is in a city the size of Norwich. Here rents are low, lighting is cheap, advertising, delivery and the other expenses of conducting business are considerably less than in cities like Hartford, Worcester, Providence and Boston, and this fact enables Norwich merchants to offer their goods correspondingly lower prices.

It is only fair for the people of any community to patronize the home market as far as possible; but those who live in the smaller towns and villages, or out on the farm, find that there are many things which the village store cannot supply. If your home merchant has not what you want, then you must seek some market that can supply your needs, and that is when Norwich, with its large and varied stocks of merchandise, its fair and reasonable prices and its accessibility by trolley, which in our day is the most convenient and economical method of travel, should take its place as the logical trading center.

Much Friendly Rivalry. There will be much friendly rivalry in window decorating by the store experts in that line who have always proved equal to all that special occasions have brought upon them and a stroll along the principal streets with an eye out for the novel window displays will be a point not to be missed by visitors.

A Few Facts About Norwich. Norwich has 55 miles of city streets. Norwich has a population of 30,000. Norwich has dollar-and-fifteen-cent gas.

Norwich has 400 acres of public parks. Norwich is a center for Thermos bottles. Norwich has church property valued at \$1,474,500.

Norwich has approximately 505 mercantile establishments. Norwich has an art gallery, art museum and art school.

Norwich has the second largest savings bank in the State. Norwich has a minimum water rate of 40 cents a thousand feet. Norwich has as cheap electric power as any city in New England. Norwich has a daily average water consumption of 1,775,000 gallons.



SCHWARTZ

LEADS THEM ALL

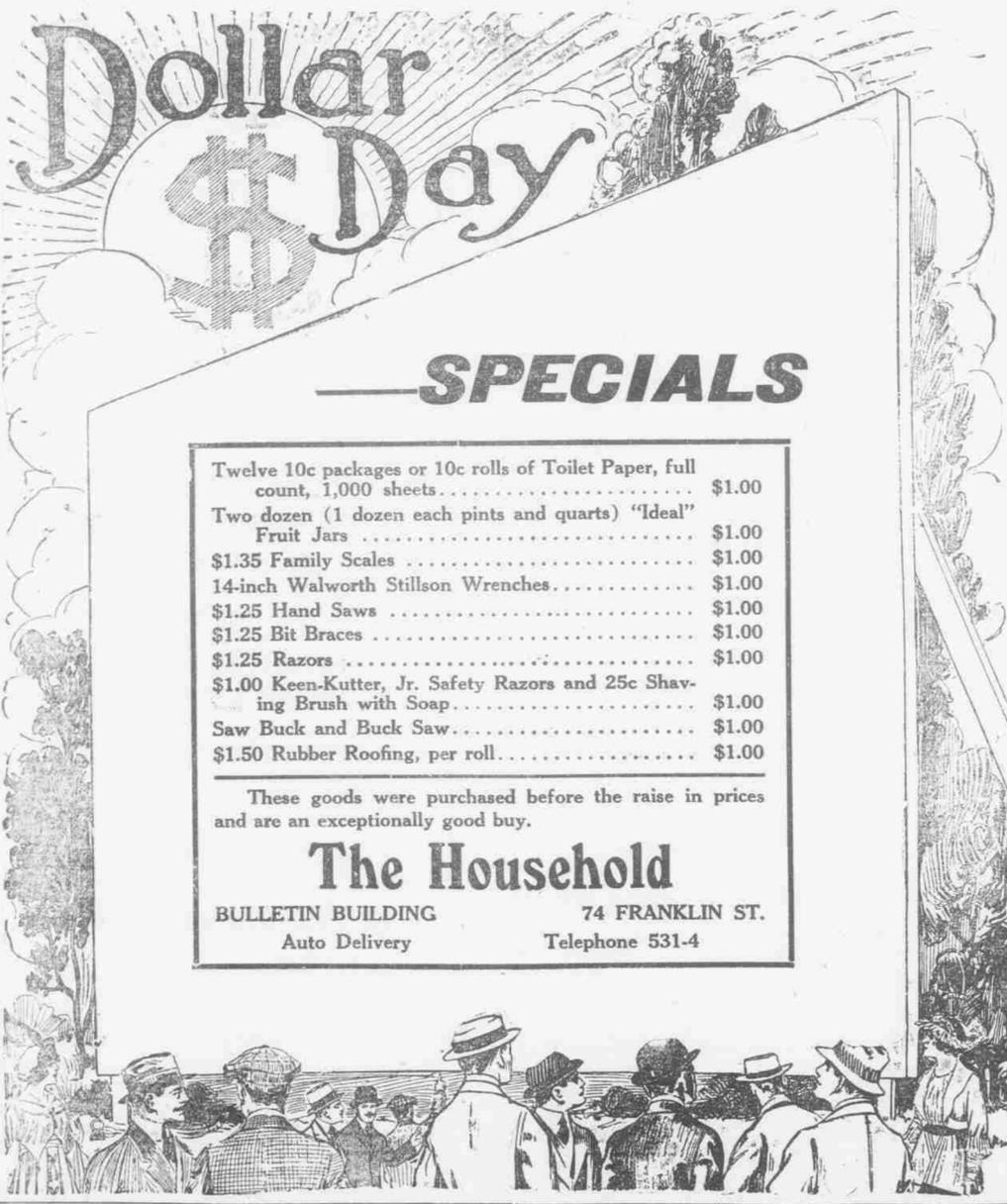
SPECIALS

- ODD LEATHER and WOOD SEAT CHAIRS, some worth as high as \$3.50—Now..... \$1.00
- RAG RUGS, in assorted colors, were selling for \$1.25 and \$1.75—Now..... \$1.00
- Large assortment of PICTURES, different subjects and frames, were \$1.25 to \$2.50—Now..... \$1.00
- BRASS and WOOD CASTUMERS, were \$1.25 to \$2.50—Now..... \$1.00
- STATUES in large assortment, were \$1.25 to \$2.25—Now..... \$1.00
- PORCH ROCKERS, were \$1.25 to \$2—Now..... \$1.00
- MEDICINE CABINETS, were \$1.25 to \$2.00—Now..... \$1.00
- SOLID MAHOGANY CLOCKS, were \$1.98—Now..... \$1.00
- CHILDREN'S ROCKERS and CHAIRS, were \$1.25 to \$2.00—Now..... \$1.00

\$1.00 OFF ON ANY PURCHASE OF \$10.00 OR OVER ON DOLLAR DAY

SCHARTZ BROS.

"The Big Store With the Little Prices"
9-11-13 WATER STREET NORWICH



Dollar Day

SPECIALS

- Twelve 10c packages or 10c rolls of Toilet Paper, full count, 1,000 sheets..... \$1.00
- Two dozen (1 dozen each pints and quarts) "Ideal" Fruit Jars..... \$1.00
- \$1.35 Family Scales..... \$1.00
- 14-inch Walworth Stillson Wrenches..... \$1.00
- \$1.25 Hand Saws..... \$1.00
- \$1.25 Bit Braces..... \$1.00
- \$1.25 Razors..... \$1.00
- \$1.00 Keen-Kutter, Jr. Safety Razors and 25c Shaving Brush with Soap..... \$1.00
- Saw Buck and Buck Saw..... \$1.00
- \$1.50 Rubber Roofing, per roll..... \$1.00

These goods were purchased before the raise in prices and are an exceptionally good buy.

The Household

BULLETIN BUILDING 74 FRANKLIN ST.
Auto Delivery Telephone 531-4

consumption of 1,775,000 gallons. Norwich (town) was settled in 1650 and the city was incorporated in 1784. Norwich reservoirs have a total storage capacity of \$38,000,000 gallons. Norwich has direct connection by competing lines of steamers with New York.

Norwich has approximately twelve miles of territory suitable for factory sites.

Norwich is the seat of the Farm Bureau of New London County. Norwich has an incorporated Building and Loan association.

Norwich has a live Chamber of Commerce, affiliated with the State and National Chambers of Commerce. Norwich Has as Good Stores as Any in the State.

Norwich is the largest city in Eastern Connecticut. Its romantic scenery, its attractiveness as a residential city, the charm of its rivers, falling over abrupt and rocky precipices, the Shetucket, the Quinebaug, the Yantic, all finally joining hands in the formation of the picturesque and placid Thames at Norwich, the head of tide-water navigation, 14 miles from Long Island Sound, all assist in making this famous garden spot bear its honors with quiet dignity. Its many hills and lofty eminences suggest a noble place for a town. So must have thought our early ancestors, a hardy Puritan band that formed the first settlement in 1650. Rich in Indian history and tradition, furnishing as it does the last resting place for two great Indian chiefs, Uncas and Miantonomi, whose graves are marked by suitable monuments, properly inscribed, erected to their memory by willing and generous hands, the historical charm of Norwich is second only to its natural charm.

A Different System. The Germans gained \$2,000,000 in savings in 1916, but their losses are not compared by the same system.—Washington Herald.

Or Daniels Secretary of Navy. When they ask what would Hushes have done, it is safe to answer that, for one thing, he never would have appointed Bryan secretary of state.—Indianapolis Star.

Worth the Money. The Army and Navy Appropriation Bills cover the largest amount ever given for adequate defense, and few will say that it is not money well spent.—Washington Herald.

Dollar Day Only

On all Ladies' and Men's **LOW SHOES** and **PUMPS** that retail up to \$3.50 we will make a **Ten Per Cent Reduction** from the regular price.

One Dollar off on all high grade **LOW SHOES** and **PUMPS**, Ladies' and Men's, that sell for 4, 5 and 6 dollars.

THE KIES CO.

WHEN YOU WANT to put your business before the public, there is no medium better than through the advertising columns of The Bulletin.