

# Announcing the Opening Of the New Great Plaut-Cadden Store

We Invite You and  
Your Friends  
To Come

## New Issue of Liberty Bonds ON EASY CREDIT

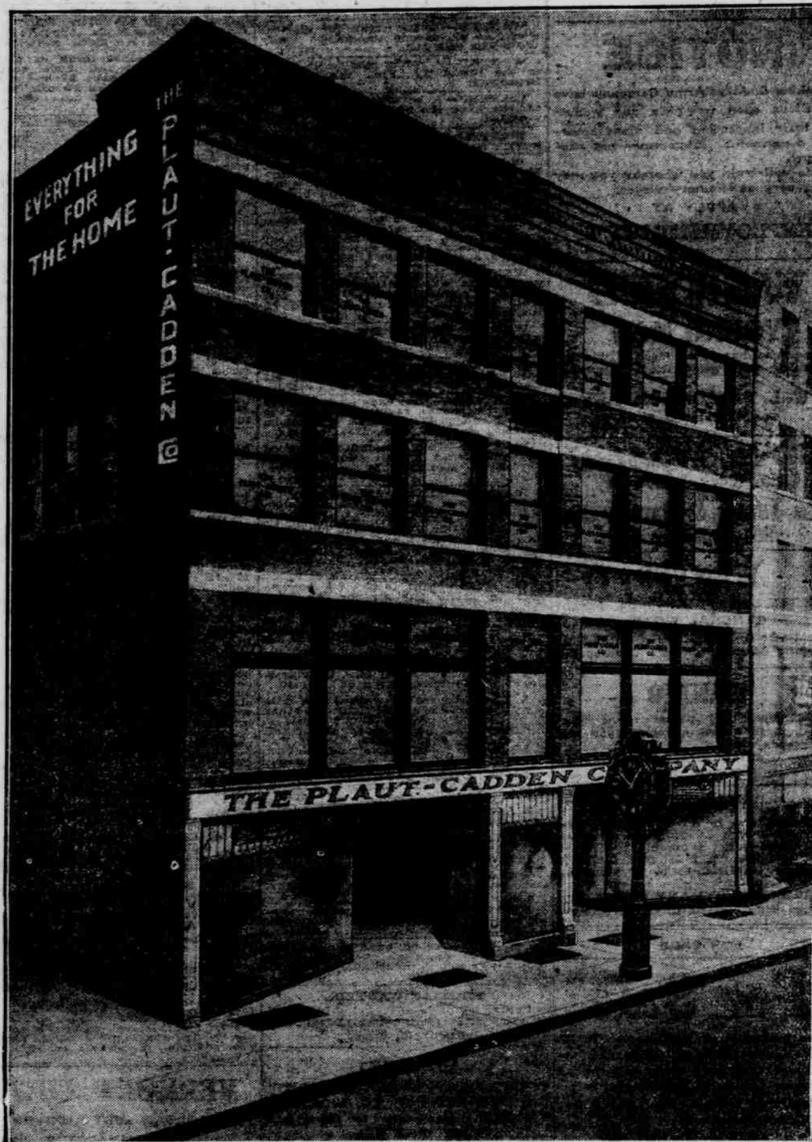


We offer our services and offer to the people of Norwich and vicinity who desire to purchase Liberty Bonds and pay the easy way, the benefits of our facilities for purchasing on the weekly or monthly payment plan.

Everybody  
Should  
Buy A  
Bond

You — we — everyone owes it to the boys who have left their homes at the call of the nation to support them with our dollars. You merely loan your money to our great United States Government. It pays you 4 per cent interest for its use.

Bond Department at Office, First Floor



On Wednesday  
Oct. 10th  
Afternoon and Evening  
2 to 6 and 7 to 10

For Balance  
of Week  
We Have Prepared An  
**OPENING WEEK  
SPECIAL**  
In Every Line Which  
It Will Pay You To  
**INVESTIGATE**

OUR NEW QUARTERS—Over 26,000 Square Feet devoted to Quality, Value and Service. We want you to visit every floor of our Great New Store.

**ANNOUNCEMENT** — For more than two years we have planned and prepared for the opening of a great store of things for the Home such as we believed would meet with the general approval of the people. Today with pleasure we invite you to attend the opening of our new quarters, Nos. 137, 139, 141, 143 Main Street, where everything for the home can be secured under most pleasing and economical conditions. We have added FURNITURE, HOUSE FURNISHINGS, RANGES, RUGS, CARPETS, WALL PAPER, DRAPERIES, CROCKERY, FINE GLASSWARE AND ART GOODS TO OUR LINES OF PIANOS, PLAYER PIANOS, VICTROLAS, DIAMONDS, WATCHES, JEWELRY AND MUSICAL MERCHANDISE. By our economical method of operating all of the above lines under one management and one overhead expense, we believe that we can give you greater values in any of the above lines than can be offered by any independent store which must necessarily maintain the same sources of expense while selling but one line. We cordially invite you to make yourself at home in our store whenever you are in Norwich. Our new quarters cover an area of over 26,000 square feet, wherein complete lines of merchandise are displayed for your approval. You will find the problem of selecting a complete home a matter of pleasure under our system, and our method of easy payment plan makes it possible for all to have the best. We thank the general public for their most generous patronage in the past and solicit their future co-operation.

THE PLAUT-CADDEN CO., R. C. PLAUT, President.

### SOME OF OUR COMPLETE LINES

The following stores will be operated under one roof and management, **THUS ENSURING GREATEST POSSIBLE ECONOMY**, the usual service supreme, low prices for quality merchandise, and liberal terms will prevail.

#### PIANOS AND PLAYER PIANOS

the quality of which has made our establishment famous for fine pianos and player pianos in the East offers larger and better selections for your approval. The usual moderate prices and easy terms with supreme service will prevail.

#### VICTROLAS, GRAFANOLAS AND RECORDS

This Department needs no recommendation. We have been the store for supreme Victrola Service. Complete lines of Victrolas and Grafanolas are in stock. The complete catalogue list of records always available. We deliver anywhere without extra charge, and our easy terms make it possible for every home to enjoy a Victrola. Better investigate our special Victrola and Grafanola outfits.

#### DIAMONDS, WATCHES AND JEWELRY

Since 1872 we have been recognized as the store where quality and value are the first consideration in the selection of this line. Watches and jewelry here are shown in large varieties and the prices we quote are lower because of our power to buy which is possible by our channels of distribution. Anything in the above lines will mean a saving to you if bought here.

#### FURNITURE

Our new quarters, covering a tremendous space are filled with the highest class furniture, and by our method it costs no more to buy the best. Remember that only dependable furniture will be sold by us, as we are anxious to maintain the highest standard of merchandise which has made our house famous. It will pay you to investigate this line.

#### MUSIC AND MUSICAL MERCHANDISE

Everything in sheet music and folios for pupils and teachers is available here, and complete lines of Violins, Brass Instruments, Mandolins and in fact everything musical is available in this department. If you cannot call send in your order. Mail orders are carefully executed.

#### RANGES AND STOVES

In this line we have made it a most careful study to see that everything in stoves and ranges should possess efficient good results and fuel saving qualities, and none other will be offered for sale in our store. As you buy a stove or range but once in a lifetime, if you buy right, it will pay you to see our line.

#### CROCKERY AND FINE GLASSWARE

In this line we offer Crockery and Fine Glass Ware of the better order. While the cost is a trifle more, there is a great deal of satisfaction in placing the best on your table. Pleasing surprises await you here. The most selected, exclusive designs in dinner ware, fine quality glassware and decorated glass are shown in extensive quantities as well as popular priced cut glass. Be sure and see the values we offer in this department.

#### ART GOODS

As the gift problem is constantly coming up throughout the year, and as there is always a question as to what to give, we have provided a department of an unusual sort, where gifts will be easily secured at a very small expense. We want you to visit this department and see how easy it is to select gifts now.

#### HOUSE FURNISHINGS

The many odds and ends which are necessary in every home will be taken care of by this department. All your wants in the odd pieces that are necessary from the cellar to the roof are available here. Our prices, as usual, will be in conformity with our policy of greatest value possible for the least money.

#### RUGS, CARPETS AND LINOLEUMS

A most complete rug, carpet and linoleum department is installed on the third floor of our new quarters, filled with the market's best products carefully selected, of good colorings and quality merchandise. Your every want in this line has been carefully provided for. We urge you to look through this department.

#### WALL PAPER AND DRAPERIES

As this department contributes largely to the home beautiful, most artistic and practical consideration has been given this department. You will be pleased at the varied selection of colorings, and will be surprised to note how beautifully you can decorate your home and at little expense. Be sure and visit this section of our store.

## THE PLAUT-CADDEN CO.

THE PEOPLE'S FAVORITE TRADING CENTRE SINCE 1872

New Quarters, 137, 139, 141, 143 Main St., Norwich, opp. old location,