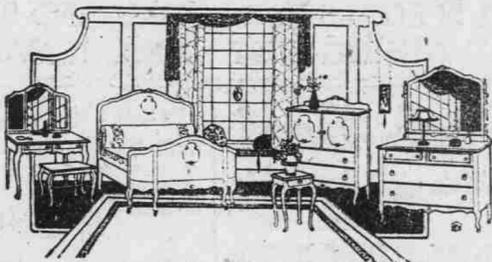


The Dollar Regains its old time Value in Our February Furniture Sale

AND ANNIVERSARY DRIVE EXTRA SPECIALS

- \$10.00 National Spring—All Sizes—Drive Price \$ 6.45
- \$30.00 Guaranteed 100% Silk Floss Mattresses—Drive Price \$14.20
- \$20.00 Pure, All White Cotton Mattresses—Drive Price \$ 9.70
- \$25.00 2-inch Continuous Post Iron Bed, in all finishes—Drive Price .. \$13.75

Ranges 25 Per Cent. Lower Heating Stoves Reduced 33 1-3%
 All Stoves in our store, including the famous Herald, King, Favorite Stoves, are reduced 25 per cent. during this Drive. You may select the very finest Range and deduct from our already low prices 25 per cent.
 Every Heating Stove included from the small 10-inch Coal Stove to the largest. None are excepted. Laundry Stoves, Cannon or large Oak Stoves, Monogram Stoves—in fact, all are included in the Drive at reductions of 33 1-3 per cent.



Dainty Bedroom Suites At Drive Prices

\$387.00 7-piece Walnut or Mahogany Suite, including Vanity Dresser, Chiffonier, Bed, Dresser, Chair, Rocker and Dressing Table Bench. Regular Price \$387.00—DRIVE PRICE \$195.00.
 4-piece American Walnut Bedroom Suite, consisting of Dresser, Bed, Chiffonier, and Dressing Table. Regular Price \$355.00—DRIVE PRICE \$175.00.
 4-piece Waxed Oak Bedroom Suite, consisting of Bed, Dresser, Chiffonier, and Semi Vanity Dressing Table. Regular Price \$325.00—DRIVE PRICE \$169.00.

All Other Bedroom Suites Relatively Reduced.

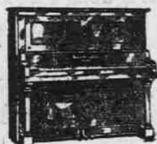
ALL TABLES REDUCED



This includes all Library Tables, Davenport Tables, End Tables, Living Room Tables, in Oak, Mahogany, Walnut, or Wicker, in our immense showing, which means that you are sure to find the table of the exact style that you have had in mind and save one-third. Come in and make your selection.

See the prices marked in plain figures and take one-third off.

All Pianos and Player Pianos Reduced



We have a splendid showing of fine high-grade Pianos and Player Pianos at a reduction of 25 per cent. during this Drive only. It will pay you to buy at these prices, inasmuch as it is very evident that the prices quoted during this Drive cannot be duplicated during the year. We are not preaching the possibilities of advance, but we are sure, and in fact, will guarantee that prices will not go lower than those we are quoting during this sale during the year of 1921. We are so certain of this fact that we will refund the difference between price paid and any lower price that may be available in 1921, on any Piano or article of merchandise purchased during this Drive. Better come in now while the selection is good and secure that Piano or Player Piano at once. This reduction applies to all of our fine makes, such as: Chickering, Hardman, Hallet & Davis, Behr Bros., Wassermann, Crawford, Autopiano, Conway, and many others.

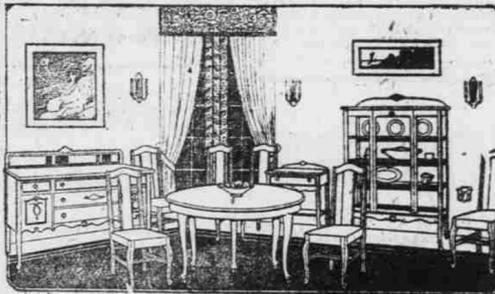
1921. We are so certain of this fact that we will refund the difference between price paid and any lower price that may be available in 1921, on any Piano or article of merchandise purchased during this Drive. Better come in now while the selection is good and secure that Piano or Player Piano at once. This reduction applies to all of our fine makes, such as: Chickering, Hardman, Hallet & Davis, Behr Bros., Wassermann, Crawford, Autopiano, Conway, and many others.

Some Fine Chances to Secure Good Slightly Used Pianos.

LAMPS

33 1-3% TO 50% OFF

All Lamps in our store—Table, Portable, Boudoir, Floor—All reduced 33 1-3%. It will pay you to select your Lamp now.



Beautiful Dining Room Suites

A beautiful 10-piece Suite, representing the very highest art in furniture building, the lines of which are, without question, the most artistic, absolutely guaranteed—a bona fide \$100.00 value. Suite consists of Buffet, China, Extension Table, Serving Table, Arm Chair and 5 Side Chairs. Upholstered in genuine leather. During this Drive only \$255.00.

Only 3 Suites at This Price—See Window Display

A fine \$430.00 9-piece genuine American Walnut Queen Anne Suite, consisting of Buffet, China, Table, 5 Side Chairs and 1 Arm Chair, upholstered in genuine leather—Drive Price \$245.00.

9-piece Fumed Oak Suite, consisting of Buffet, China, Extension Table, and 6 Chairs. A good \$295.00 value—Drive Price \$145.00.

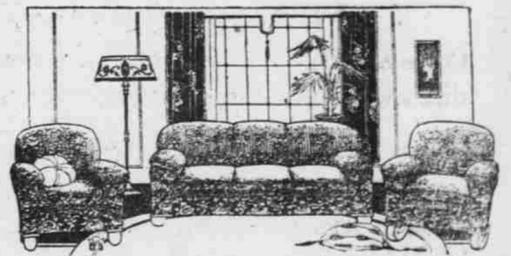
FROM NORWICH BULLETIN, FEBRUARY 2nd, 1871

The new firm of Plaut Bros., who have taken the store on Main street and Little Water streets, formerly occupied by L. Spear, opened last evening. The large front windows of the store were prettily decorated and the store was filled during the evening.

The above notice, dating back to fifty years ago, records what was virtually the foundation of the present The Plaut-Cadden Company, which for a half century has been serving the Public of Connecticut during its long career of successful merchandising. It is strange that the opening referred to above occurred in the very building occupied by The Plaut-Cadden Company today. One of the brothers, A. Plaut, who was a member of the firm to which this interesting item of fifty years ago refers, was the same conscientious person, who, the year following, 1872, founded the present The Plaut-Cadden Company. We feel that the event should not pass without observation.

Extraordinary Specials

- \$2.00 Oak Finish Mirrors \$1.00
- \$2.25 Marble Statues \$1.00
- \$3.00 Covered China Vegetable Dishes \$1.00
- 6 Cut Glass Water Tumblers .. \$1.00
- Aluminum Stewing Pans \$1.00
- O'Cedar Mop with 50c bottle Polish \$1.00



Living Room Suites of Every Style Reduced 25% to 33 1-3%

This represents a real saving as the prices given as regular prices throughout this advertisement are not the high prices of the past year's market, but prices based on today's market values. Therefore, when we say that you can select from our immense stock of Beautiful Living Room Suites in Fumed Oak, Cane and Mahogany, Tapestry Overstuffed, All Leather, Wicker, in various colors and every style of upholstery, at savings of from 25 per cent to 33 1-3 per cent, it means lower prices than you will be able to buy Living Room Furniture for during this year. Remember! During this Drive anything you may select will be from 25 per cent. to 33 1-3 per cent. off regular price.

ODD DRESSING TABLES

We have a very fine selection of Odd Dressing Tables, in mahogany, walnut, oak and ivory. Most every period represented at just 50 per cent. off. Just one-half is the amount that you can save, and complete that Bedroom Suite now. Better come in before the selection is broken.



RUGS 1-3 OFF

If there was ever an opportunity to buy Rugs at prices that are right, this Drive offers it. While our prices were very moderate for the high-grade Rugs we carry, one-third off from them makes it doubly sure that this is the place to buy Rugs now.

- \$150.00 RUGS \$100.00
- \$ 90.00 RUGS \$ 60.00
- \$ 75.00 RUGS \$ 50.00
- \$60.00 RUGS \$40.00
- \$45.00 RUGS \$30.00
- \$15.00 RUGS \$10.00

SPECIAL—A fine selection of small sized Rugs that sell regularly for \$9.00—DRIVE PRICE \$5.00

THE PLAUT-CADDEN CO.

(Established 1872)

135 to 143 Main Street, = Norwich, Conn.

49 Years of Faithful Service
 For nearly a half century, this store, founded for the purpose of merchandising on the most economical basis, thereby making it possible to furnish the public of Southern New England a store where dependable merchandise can be bought at the lowest possible prices, with the absolute surety that the purchaser receives real value for every dollar spent, has been doing business, and is better prepared to serve you than ever before. That the public has approved of our methods, and that it has placed in us the greatest confidence is evident from the immense growth and development that this house has experienced up to the present date.
 Mindful of the duty that this imposes upon us, and grateful for the confidence that the trading public has shown us, we can but pledge ourselves to continue devoting our entire energy in serving the public to the best of our ability, assuring them that we will always have in mind first their interest. We will appreciate any comments or criticisms that will serve to render our service better at all times. We want everyone who comes to our city, as well as our townfolk, to feel that this is their store, and that its operation, properly administered, means mutual advantage to both the purchaser and ourselves.
 We hope that this Drive will add to our already great list many new customers, and that we will deserve, by our efforts, to continue to merit the valued patronage of all.

The Plaut-Cadden Company
 R. C. PLAUT, President.

Directory of Our Store
 Over 60,000 Square Feet, Devoted to the Distribution of Superior Quality Merchandise.

BASEMENT
 Stoves, Ranges, Heaters, House Furnishings, Dinnerware, Aluminum Ware, Electric Washers, Washers, Bath Room Fixtures, Refrigerators.

FIRST FLOOR
 General Offices and Cashier
 Diamonds, Watches, Clocks, Jewelry, Silverware, Groceries, Cut Glass, Optical Goods, Cameras, Music, Musical Merchandise, Bicycles, Sewing Machines, Lamps, Framed Pictures, Draperies, Shades, Table Coverings, Art Goods, Furniture, Hall Clocks.

SECOND FLOOR
 Victor Display Room and Record Booths, Victrolas, Victor Records, Pictures, Mirrors, Parlor Furniture, "House Beautiful."

THIRD FLOOR
 Piano Auditorium, Chickering Ampico, Piano, Player Pianos, Rugs, Linoleums, Dining Room Furniture.

THIRD FLOOR ANNEX
 Beds, Beddings, Springs, Kitchen Cabinets, Baby Carriages, Hammocks, Swings, Bassinets, Cribs, Chairs, Cedar Chests, Library Tables.

FOURTH FLOOR
 Bedroom Suites, Bedroom Furniture, Office Furniture, Desks, Bedroom Chairs, Office Chairs.

Finishing Department, Piano Tuning and Regulating Department, Repair Shops.

IF YOU ARE PROUD OF CONNECTICUT YOU'LL BE PROUD OF THIS STORE