



JOSEPH FINE CO.

The Live Store in New London and Norwich.

The New Idea
Ready for Gift

**Shake Hands with Mr. Fine
Also Mr. Ack!**

Mr. Fine and Mr. Ack are the gentlemen of the firm of Joseph Fine Company, which tomorrow will open its new Norwich Store at 115 Main Street. No doubt most of you are acquainted, at least, thru hearsay — with the Joseph Fine Company Store at 54 State Street, New London.

It is the success of that New London institution that made its members decide to enter the Norwich field, with a new Men's Store, which will be a new kind of a Men's Store. We will not be content to serve our clientele with the same sort of merchandise they have been accustomed to; we shall serve better and do so from the very beginning. This is to be in truth, a Store of Progress. Our first step in this direction is the announcement that we shall feature the nationally known

HIRSCH-WICKWIRE CLOTHES

"THE FINEST IN AMERICA"

FOR MEN AND YOUNG MEN

Exclusively in Norwich and New London

For the quality of these clothes, we need say little. The wearers of these garments, in cities fortunate enough to have stores selling them, have made them famous from one Portland to the other.

But for the beautiful selection of styles and models in these Suits and Overcoats, we can scarcely say enough — for they represent such marked advances in conception and execution.

Men's Suits and Overcoats

None but All-Wool and well-tailored garments will be handled in this Men's Store.

\$21.50 \$24.50 \$29.50 \$32.50 \$39.50



Upon the Same Plane
will be the quality standard
of every article we sell.

- Stetson Hats Manhattan Shirts
- Cooper Underwear Phoenix Hose
- Meyer Gloves Spalding Sweaters
- and Solid Kremenz
- Collar Buttons

The fundamental principles which have made The Joseph Fine Co. one of the best known clothing stores in the state are cash selling, cash buying, better buying, minimum profit and satisfactory service.

For 20 years Mr. Fine has been a clothing manufacturer. He knows woollens; he knows good workmanship; he knows styles. His faculty for choosing the right material in the right style for each individual has gained for his stores an unequalled reputation.

Messrs. Fine and Ack want to meet the hard-to-Fit Men and Young Men of Norwich and its suburbs. They want to meet the skeptics—the men who think no ready-to-wear clothes will fit them.

They want to meet the wives, mothers and sisters of all men. They want to meet the good dressers who appreciate style—in fact they want to meet one and all in this trading territory.

**A CORDIAL INVITATION IS EXTENDED---SO COME
TOMORROW---OPENING DAY**

Worth-while Souvenirs To Every Visitor Registering In Our Visitors Book

New Shirts	New Hats	Suede Dress Gloves
\$1.50 \$2. \$2.50	\$3. \$3.50	\$1.55

THIS, OUR UNCONDITIONAL GUARANTEE, ACCOMPANIES EVERY ARTICLE WE SELL

"Your Money Back If You Want It"

THINK!
115 Main Street

JOSEPH FINE CO.
The Live Store in New London and Norwich.
FRANK E. ACK, Manager

NEW LONDON
as well as
NORWICH