

# Desperate Men Fight For Business!

The Joseph Fine Company will neither give in nor give up until its last ounce of ammunition is spent!

## Our Desperation Clothing Sale

IS THE BIG GUN IN OUR OPENING BATTLE FOR BUSINESS!

Tomorrow, Saturday, April 29th, at 9 a. m., it belches forth the liquid fire that will destroy all semblances of former prices and values. Common sense business judgment, costs and profits will be buried in a common grave, over which will fly the Flag of Desperation—the live or die—sink or swim—sell-out or close-up flag.

There'll be seven days of warfare; seven days in which we must assault and captivate the good dressers in Norwich and vicinity with our Desperation Prices and Values in brand new Spring Clothing and well-known brands of Furnishings.



MR. J. L. BENOIT

Our Mr. J. L. Benoit, newly appointed manager of The Joseph Fine Co. Stores, as commander-in-chief has issued his final orders. We must gain business at all hazards

Goods will be marked at actual cost; even all store expenses, such as salary, rent, light, advertising, etc. will be deducted and charged up to our New London store.

Despair knows no distinction. Michaels-Stern, Kuppenheimer, Hirsh, Wickwire, Campus Togs, Goodman & Suss — every one of our highest class garments will be price-slaughtered. Mr. Benoit is determined to gain ground or be mown down with his fighting boots on. He'll never surrender as long as these high class goods hold out as ammunition! In the meantime, economists and thrifty persons will be the stretcher-bearers who will carry away the bargains from the battlefield at 115 Main Street.

You, who like a good, clean fight—you, who ought not to let pass the money-saving advantages—you, who will have to get new suits and furnishings — COME! — COME!

### Largest Variety of Stetson Hats and Manhattan Shirts in the County

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| PALM BEACH AND COOL CLOTH SUITS, AT<br><b>\$6.95</b><br><small>Not More Than 1 to a Customer</small>            | \$30.00 All-Wool Suits<br>honestly made Kuppenheimer Suits Included<br><b>\$19.75</b>      | \$35.00 SUITS<br>WONDERFUL VARIETY OF HAND-TAILORED, KUPPENHEIMER SUITS INCLUDED<br><b>\$24.75</b> | GENUINE B. V. D. UNION SUITS<br><b>\$1.15</b>  |
| All This Men's Store's Entire New Spring Stock of \$40.00 Suits<br><b>\$29.75</b>                               | Beginning Saturday, All \$50.00 Suits, exclusive and individual garments<br><b>\$34.50</b> | NEW CLASSY HATS<br>\$5.00 Values<br><b>\$3.35</b>  | Hodgman and Kenyon<br>\$12.00 Raincoats<br><b>\$4.95</b>                             |
| One lot of Shirts—all sizes Formerly up to \$3.00<br><b>95c</b><br><small>Not More Than 3 to a Customer</small> | Metric Quality, Fast Color Shirts — up to \$2.50<br><b>\$1.35</b>                          | Woven Madras Shirts<br>\$3.50 Value<br><b>\$1.79</b>   | One Lot Men's \$1.50 — \$2.00 Caps—well made, silk lined.<br>Your Pick<br><b>25c</b> |

THINK!

10 SALESMEN WANTED  
APPLY AT ONCE

**JOSEPH FINE CO.**  
 "The Live Store in Norwich" 115 MAIN STREET

10 SALESMEN WANTED  
APPLY AT ONCE