

We shop as carefully for you by mail as if you came to the store in person and made your own selection.

The Plaut-Cadden Co.

1872—Our Golden Anniversary Year—1922

Honesty and quality are the governing principles of this store—that's why our advertisements pay.

135-143 MAIN STREET

NORWICH, CONN.

APRIL 28, 1922

The prices mentioned in this advertisement will demonstrate to every prospective buyer of furniture, housefurnishings, pianos, musical instruments, or jewelry that The Plaut-Cadden Co. store is the foremost store of its kind in New England. Every article in this great store is a convincing argument in our favor. Whatever you need—if for cottage or mansion—you will find the articles here in greater variety, of a superior quality, and, at a much lower price than at other stores.

SAFETY

A safe store to pin faith to. Not the only safe store, but the best; because it is the most liberal of any store in the country; because it is the most complete in arrangements; because its goods are invariably of high-grade and dependable quality; because its prices are invariably low and generally lowest. Such a store is a public utility; as reliable when you want to buy a piano or fit up a home containing thousands as when you need a cup and saucer. It has won the confidence of the people for fifty years, and it intends to hold that confidence.

See our splendid showing of all the new designs, colors and finishes in wicker and fibre furniture.

The appeal of color which finds such delightful expression, and harmony in the wonderful upholstery of gay fabrics, and cretonnes has won for this type of furniture a place in every room in the home. Present prices afford exceptional values and our stocks are very complete right now with all the new ideas.



GRADUATION GIFTS! You know it is time for the purchasing of these pleasant souvenirs of graduation day. We have learned from experience just what the young people like best in the way of gifts and we have prepared ourselves to supply parents, guardians and friends with suggestive articles that have a permanency of interest. May we not have the pleasure of showing you some of them?

EXCEPTIONAL VALUES IN OUR JEWELRY STORE

Indestructible Pearl Beads, 24 to 30 inches in length—gold clasp. Values to \$15.00
Special \$4.95

Bracelet Watches, 15 jewel, 20-year gold filled case, value \$25.00—
Special \$12.50

Fully Guaranteed By Us.

Beautiful Solid Gold Rings, set with rubies, sapphires and other colored stones. Values to \$8.50—
Special \$3.45

Boys' Watches—popular size open face, 15 jewel, 20-year gold filled case. Value \$25.00
Special \$12.50

Fully Guaranteed By Us.

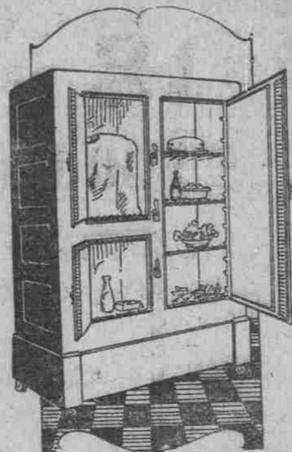
Latest Fad in Earrings. Large assortment in all shades and colors—
\$1.00 and up

Ladies' Bags and Vanity Cases—in leather and velvet. Values \$10.00 to \$15.00—
Special \$3.90 to \$6.90

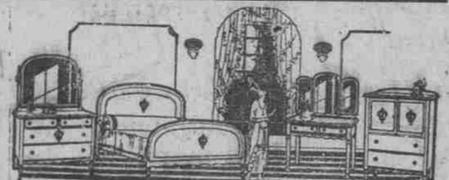
A FEW ADDITIONAL Graduation Gifts

Eversharp Pencils, Fountain Pens, Class Pins, Bar Pins, Collar Pins, Wrist Watches, Lockets, Lavallieres, Pearl Beads, Ivory Pyralin, Cameo Brooches, Belt Buckles, Gold Knives and Chains.

This All-White Refrigerator

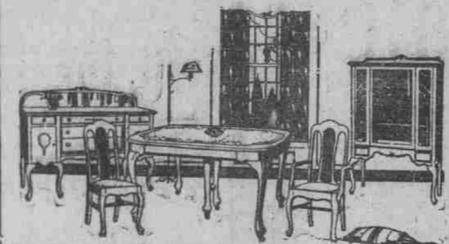


Now is the time for you to give serious thought to Refrigerators—we are, therefore, offering this white enameled Refrigerator which has a 125 pound ice capacity, side icer, food compartment with three wired shelves, also a milk and butter compartment—Special for a limited time only—
\$39.50



FOUR-PIECE WALNUT BEDROOM SUITE \$119

Here is a very fine four-piece Bedroom Suite. The graceful lines make a strong appeal to women of discriminating taste. The cabinet work is such that it will give the utmost satisfaction. The suite consists of a large mirrored dresser, three mirrored dressing tables, bed and chiffonette. This is a regular \$300 value, which we are placing on sale at the unusually low price quoted above.



Moderately Priced, 9 Piece Queen Anne Dining Suite \$195

Here is a complete Dining Room Suite, in the popular Queen Anne period design, at the lowest price in years. This suite is not only very beautiful in design, but it is a splendid example of the Florentine finish, a shade of walnut with a soft deep over-tone. The suite consists of a large buffet, extension table, china cabinet, six chairs upholstered with genuine leather, the entire nine pieces being priced at the remarkably low figure quoted above. This is a regular \$425 value.



3-Piece Overstuffed Living Room Suite \$157

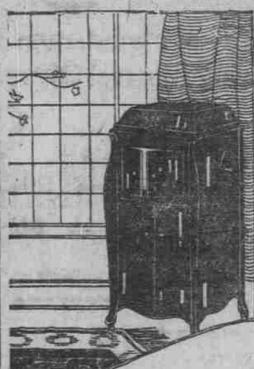
Here's some interesting news! Complete 3-piece Living Room Suite, such as the one shown above, made to withstand hard wear and still appear to advantage, priced to the very quick at only \$157! The pieces are large and squatty; fireside chair has wing back—all spring construction, and covered in conventional figured tapestry.

WE CARRY THE LARGEST AND MOST COMPLETE STOCK OF MUSICAL INSTRUMENTS

AND OUR LARGE BUYING POWER ENABLES US TO SAVE YOU MONEY ON EVERY INSTRUMENT YOU PURCHASE FROM US.



A Piano store worthy of the name. The character and quality of the instruments that make up the stock here are such as immediately inspire confidence in the minds of the prospective purchaser. The famous Chickering—known as the oldest piano in America, and the best in the world leads the list, followed by such renowned makes as Haines Brothers, Wassermann, Crawford, Behr Brothers, Hallet & Davis, Autopiano, Lexington, and many other standard makes. Every one of these pianos was selected for its merit, not only in tone quality, but its entire construction, and we have so much that is good to say in regard to each that we will appreciate an opportunity to talk it over with you, either by seeing you in person or by mailing you our catalogue. Our prices are the lowest possible and every instrument is tagged with the lowest net price marked thereon. It is certainly a great satisfaction to the customer to know that no haggling over prices is necessary to reach the rock bottom. Besides, you can buy any of these pianos at your own terms, within reason, of course.



Victrola Outfit Special

No. 80 Outfit Consists of
Victrola, No. 80 . . . \$100.00
4 10-inch Double-face Records . . . 3.00
1 10-inch Record Holder50
1 Record Brush15
1,000 Needles and Oil50
ENTIRE OUTFIT, \$104.15

EVERY McCORMACK RECORD IN STOCK
COME IN AND LET US PLAY A
John McCormack RECORD FOR YOU

CAMERAS and SUPPLIES

SHEET MUSIC

EARLY HISTORY OF THE MUSCLE SHOALS

Florence, Ala., April 27.—From 1818 till about 1878 the shoals on the Tennessee river here were known as "Muscle Shoals," according to maps of original survey and historical data of original and authentic character possessed by John H. Weakley, Birmingham lawyer and capitalist and former resident of this community. Mr. Weakley's parents and grandparents resided here and handed down to him a wealth of historical information which he has displayed to set at rest a controversy that has arisen over the original spelling of "Muscle Shoals." This data, according to Mr. Weakley, shows that the Cypress Land company purchased the land about Muscle Shoals from the government March 13, 1818, and the first white settlements were recorded that year, followed by an influx of settlers the next year. At that time the survey showed the shoaly section of the river as "Muscle Shoals," the name being given the rapids by reason of the great quantities of the shells of bivalves, mussels, found in and along the stream, these records appear to indicate. "I have often heard my grandparents tell of mussels being hauled out by the wagon loads," declared Mr. Weakley. "This was the same mussel that was once so abundant on the Mississippi river and from the shell of which in earlier days many pearl buttons were made." Mr. Weakley accounts for the partial disappearance of the mussel from the stream as a result of floods and the encroachments of civilization. When the government undertook to complete the Muscle Shoals canal about 1876, the data in Mr. Weakley's possession shows, engineers changed the name from "Muscle" to "Muscle Shoals." Government records, insofar as they are available, show the spelling "Muscle Shoals." Since Muscle Shoals became a national issue, discussion of the name has created numerous reports. It was contended by army engineers that the name never had been altered and that it originated from an Indian story of a "big muscle" required to pull canoes over the rapids in the river at this point. Another story that came from the Indians was that the shoals at that point in the river resembled the biceps, or muscle, on the arm.

START ALFALFA DEMONSTRATION ON LYME MAN'S FARM

An alfalfa demonstration was put in on the farm of J. L. Raymond at Lyme early this week. A number of the men of the locality have shown an interest in raising this crop and attempts are being made to determine best ways of raising this on New London county soils. Mr. Raymond put in three acres of gramin alfalfa seed grown in North Dakota. In addition to this two ten-acre plots were put in of ordinary alfalfa seed to point out the difference between securing really good seed and ordinary seed bought from local sources. There are all kinds of alfalfa seed on the market and the crop specialist at the college recently pointed out the timothy much gramin alfalfa seed was sold last year as was grown. Any men contemplating using alfalfa would do well to know where to secure absolutely reliable seed. The seed used on Mr. Raymond's plot was secured from a farmers' organization of Syracuse, N. Y., which is handling the seed grown by North Dakota alfalfa growers. Two other demonstrations will be put in later this year, one on the farm of Jay Harding at Lyme and another on the farm of G. L. Lincoln at East Lyme. These demonstrations are in addition to some work being done using alfalfa seed in grass seed mixtures in attempting to get the land inoculated.

Colebrook.—Rev. Dr. Karl Belland, rector of St. George's Episcopal church, New York, has been ordered by his physicians to take a five months' vacation because of complications resulting from influenza. He is at his summer home near Colebrook with Mrs. Belland.

WHY WOMEN GET DEPONDENT

Are not women naturally as light hearted as men? Is not their nature, certainly, but a woman's organism is essentially different from a man's—more delicate, more sensitive and more exacting. Women in delicate health are more and more dependent. When a woman develops nervousness, sleeplessness, back-aches, headaches, dragging-down pains and melancholia she should lose no time in giving Lydia E. Pinkham's Vegetable Compound a trial. It is a natural, safe, and reliable medicine. This root and herb medicine contains no drugs and has been the standby of American womanhood for nearly fifty years.

IMPORTANT CITY TOPICS IN MEMBERSHIP LETTER

The April membership letter of the Norwich Chamber of Commerce was mailed out to the members of the chamber Thursday afternoon by Secretary John J. O'Rourke. Equitable taxation, the city charter and daylight saving are the principal topics of the letter which follows: Equitable Taxation—State Tax Commissioner W. H. Blodgett visited Norwich recently on a tour of inspection. He presented a statement made by him to the board of assessors of the city of Norwich has the unenviable position of having the lowest grand list in any city in the state and the highest tax rate. The commissioner stressed the need of having a tax map to properly value the land and buildings; to account for every taxable piece of real estate in the community; and to show the relative values of real estate in the various streets and sections of the community. He advocated the daily study by the assessors of the revenue stamps of the recorded sales of property values. Furthermore he advocated the assessment of property by the assessors and not by the owners. The advocacy of tax maps confirms the investigations made by your committee that the maps are absolutely essential. To secure these important maps means the expenditure of money and it is to be hoped that the necessary appropriation will be made at the next town meeting in October. City Charter—As members of a civic organization who are interested in the welfare and progress of Norwich, it behooves us to take active interest in the revised city charter and earnestly work for its adoption. It is without doubt a progressive instrument. The least that can be said of it is that it is far superior to the present antiquated charter. The fact that fourteen citizens, not members of the city government and holding no political office, are to assist in the conduct of our city's business affairs, speaks volumes in praise of the judgment of the charter revision commission. Four of these citizens will serve on the newly created finance board; five on the public works board; and five on the board of public safety. District representation is in accordance with sound business principles. The revised charter ought to be adopted as soon as possible.

Clean-up Week—The annual clean-up week for New England will be the first week of May. Cities become unclean and insanitary through the accumulation of refuse of the people. Back yards become the dumping grounds for refuse. Beneath the cellar stairs is a favorite place to pack old papers and other inflammable materials, thus creating a fire hazard. The city maintains a rubbish collection department that should be made use of by a larger number of city dwellers. The Boy Scouts will be requested to assist in cleaning up our city and keeping it clean, by their reports to specially unclean premises throughout the city. These reports will be investigated and if results warrant they will be turned over to the proper city officials for action. It is desirable that the members also report any unsanitary conditions of premises which may come to their knowledge. This is a real service for the good of the community.

Community Advertising—Your community advertising committee present you herewith a booklet stating facts and containing information concerning Norwich. The booklets are yours for the asking. Mail them in your business correspondence and your friendship letters. This is but a small beginning of an effort to advertise Norwich. Other means are available which can only be made use of through the expenditure of funds. Hence the reason for an adequate income through a large membership of work for the prosperity of Norwich. Some of the large Chambers of Commerce spend sums as high as \$50,000 a year to advertise their communities. Some cities appropriate annually large sums to be expended for community advertising. It pays to advertise. As stated above, there are other splendid methods for advertising Norwich which are hindered through lack of sufficient funds. Why not try to induce a friend to become a member of the chamber and help us in this matter? Boy Scouts—The present activities of the Boy Scout movement in Norwich are practically assured for another year. Norwich shall retain its First Class Boy Scout Council and thus manifest its interest in the welfare of our boys. The Boy Scout movement deserves the support of the entire community. The Scout

Smoke and Water Sale

—OF—
\$15,000 Stock
Of High Grade
Jewelry

A full assortment of solid gold and gold filled Wrist Watches, in the latest designs.

Sterling Silver and Ivory Toilet and Manicuring Sets. CLOCKS—RINGS—CUT GLASS AND SILVERWARE
My entire stock has been remarked to insure a quick disposal.

EVERYTHING MUST GO

An opportunity to buy at these prices, Jewelry of like quality seldom afforded.

COME EARLY!
SALE STARTS SATURDAY MORNING, APRIL 29th
REMEMBER—a small deposit will hold any article, and every article purchased will carry a full guarantee.

OGULNICK JEWELRY CO.

29 FRANKLIN SQUARE NORWICH, CONN.

One of the most progressive steps for

Daylight Saving—The result of the recent referendum to the members showed 231 in favor of daylight saving and 41 opposed. Practically all the industries and merchants have expressed themselves in favor of the project. The attitude of the school board is in doubt. With the months of May, June and September for school sessions, it is important that the schools should join in the movement if it is to be successful. The sentiment of the community as a whole seems to be in favor. Because Norwich, in common with nearly all the other industrial centers of the state, can enjoy daylight saving only through common consent of our people, it becomes apparent that favorable sentiment should be largely predominant for the success of the movement. The issue is complex and information concerning the District representation is in accordance with a very large proportion of our people being in favor.

On my honor as a Boy Scout I

will do my best: First—To do my duty to God and my country and to obey the Scout Law. Second—To help other people at all times. Third—To be loyal, physically strong, mentally awake and morally straight. The Scout Law—a Scout is trustworthy, loyal, helpful, friendly, brave, clean, reverent. Surely the inculcation of these ideals in our boys cannot but make the best citizens for city, state and nation. All of us should sustain the efforts of this splendid organization.

Holding Up Coal Inquiry

The Supreme Court of the District of Columbia has enjoined permanently by the Federal Trade Commission from demanding or taking any steps to demand information from corporations engaged in coal mining of production costs, sale prices and the like. The prohibition rests upon the assertion that the commission has not been authorized by law to require or demand such information as to the coal industry. It is to be the last word on that subject? Have the people a right to know anything about the facts in the private exploitation for private profit of a limited and invaluable source of nature so vital to the other industries and their living? We cannot have a final answer to this question from the Federal courts any two moon.—New York Herald.

Reading the Fashions

Once they read fashions to see what was going on; now they read them to see what's being pulled off.—Harrisburg Patriot.

Head of French Delegation At Genoa



Louis Barthou, head of the French delegation at the Genoa Conference. In the opening session he clashed with Gregory Chicherin, Russian delegate, over proposals put forward by the latter. The Frenchman resented plans for the general limitation of European armaments which, he said, were outside of the conference agenda, and which he refused to have discussed. It was the timely intervention of Premier Facta, of Italy, president of the conference, which saved an impasse being reached had the question been forced to an issue.

Markow's

Grand Sale Remnant Store

263 MAIN STREET NORWICH, CONN.

GREAT SALE OF COTTON FABRICS FOR SATURDAY ONLY

- GINGHAMS AND PRINTS, value 19c, yard 10c
- PERCALES, 36-INCH, value 25c, yard 16c
- GINGHAMS, 32-INCH, value 35c, yard 22c
- CRETONNES, 36-INCH, value 29c, yard 18c
- UNBLEACHED COTTON, 36-INCH, value 19c, yard 12 1/2c
- SHEETINGS, 8-4 and 10-4, value \$1.00, yard 69c
- TICKING ACA, value 39c, yard 29c
- PILLOW TUEING, value 49c, yard 33c
- TOWELING, value 19c, yard 10c
- LONGCLOTH, 36-INCH, value 25c, yard 16c
- CREPE, value 19c, yard 10c
- SATIN STRIPED SHIRTING, value 69c, yard 49c
- VOILE, 40-INCH, all colors, value 59c, yard 39c
- RATINE, 36-INCH, all colors, value 89c, yard 59c
- CURTAIN SCRIM, 36-INCH, value 19c, yard 10c

CLOTHING FACTS

Buying your suit here means that you are going to save from \$5.00 to \$8.00. Why not be one of our satisfied customers, and save this money by buying here. We give you the style, workmanship, and fit, at lowest prices. It will pay you to see us before you make your suit purchase.

Our Boys' Suit Department is full of wonderful values, in Tweeds and Two Pants Suits.

CALL TODAY—MAKE YOUR DOLLARS COUNT!

The Norwich Bargain House

"MORE FOR LESS"

3-5-7 WATER STREET, CORNER WASHINGTON SQUARE, NORWICH, CONN.

The Plaut-Cadden Co.

KNOWN FOR QUALITY AND SERVICE—SINCE 1872

135-143 MAIN STREET NORWICH, CONN.

