

See Ayres' Anniversary Ad page 5

COAST DEALERS PLAN TO AVOID USED SET LOSS

To Allow Only Half of
Resale Value on
Turn-ins.

By NEA Service—
SAN FRANCISCO, Oct. 29.—
Radio dealers here plan to profit
from the sad experience of the auto-
mobile dealers in their attempted
solution of the used-car mystery.
They've decided on a definite policy

to which all members of the Pacific
Radio Trade Association promise to
adhere. By attacking the used-set
problem from the beginning, the
dealers hope to avoid the difficulties
into which the automobile trade has
entangled itself.
A survey made among the Pacific
coast dealers shows that about one-
fourth of the present radio owners
would like to turn in their sets for
better ones. There was quite a dif-
ference of opinion as to the allow-
ance to be made, so as to come
through without a loss.
A committee of the association
has, however, recommended an al-
lowance of 50 per cent of what the
dealer estimates may be the receiver's
resale value, after it has been
put back into salable shape. The
original price couldn't be considered,
because of the great decrease in set
prices in the last year or so.
Home-made sets have little or no
chance to be turned in on an allow-

ance for another set, in the Pacific
coast territory at least. One reason
is the greater difficulty to re-sell
such a set than a standard factory-
built receiver. But the greater
reason is that its resale may be
illegal due to the possibility of its
hook-up infringing on existing
patents.

BALLYHOO GIVES WAY TO REASON

Old Times Spell Binding
Passing, Says Dawes.

By NEA Service—
WASHINGTON, Oct. 29.—The
speaker of the future will have to

appeal to reason, rather than the
emotions, for radio has made a cold
world out of us.
This is the warning sent to prospective
politicians by Vice President
Charles G. Dawes. It's based on ob-
servation of audience under the in-
fluence of political spellbinders alone
and others under the strain of the
radio loud speaker.

He pointed to the classic example
of the political convention—the audi-
ence inside jumping out of its seats

at the haranguing of a speaker, the
audience outside standing coolly by
listening to the same words through
the loud speaker.
"In other words," Dawes goes on
to explain, "the radio, which gives
the speaker his largest hearing, has
destroyed his power to arouse the
emotions of his audience except
through an appeal to their reason."
"This all means that the orator
of the future, to hold and impress
his audience, must largely abandon

appeal to emotion and confine him-
self to reason forcefully expressed
and logically arranged."

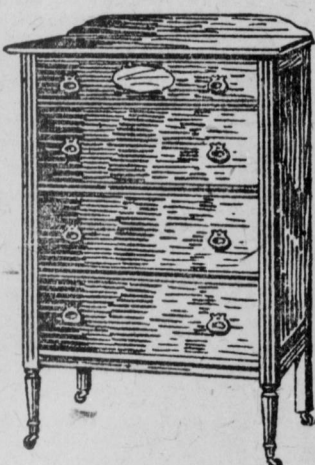
PRESERVE CHURCH

LONDON—The ancient church of
Warburton, Cheshire, one of the
last of the old wooden churches of
England, will be repaired as a me-
morial to the late rector, the Rev.
Geoffrey Edgerton Warburton. The
church's origin dates back to the
twelfth century.

IN NEW LOCATION AT
34 NORTH DELAWARE ST.
BABY CHICKS and
BROODER CHICKS
Poultry Feeds — Chick
Starter — Growing and
Laying Mash.
BANTAM FEED
FOUNTAINS
For Feeding Butter-
milk, Mash, Water.
Will not spill.
Call or write for circu-
lars. Dealers wanted.
BOYER'S HATCHERY,
84 N. Delaware, RI. 5470.

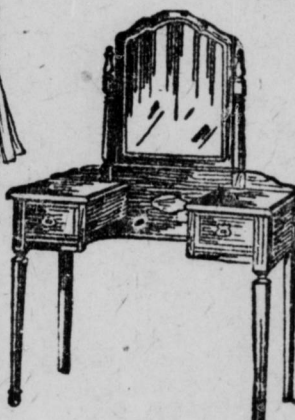
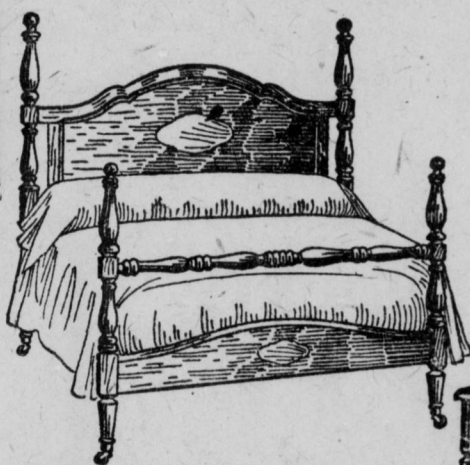
This Three-Piece Bedroom Suite Special

\$49.50



Propose
YOUR OWN
Terms!

Here is an exceptional value in well built, good looking, richly finished furniture for the bedroom. Three pieces offered for less than many a household has paid for only one. The design is a quaint Colonial pattern with raised overlays. Bed is in the popular four poster design. Chest has four handy drawers. Dressing table is dainty and convenient.

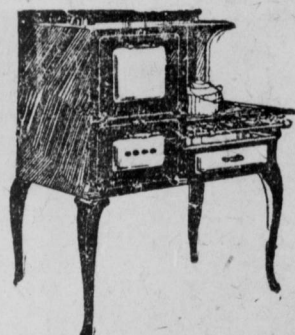


Construction is of native American hard woods, finished in rich walnut tones. Decoration is of the same wood, applied to the surface. Bed, chest and dressing table at less than is often paid for a single piece.



Occasional
Table, \$5.75

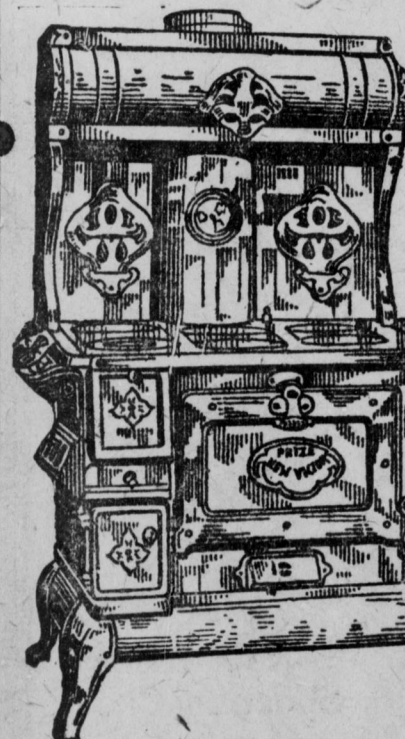
A handsome table that fits into the modern tendency to have plenty of small incidental tables about the home. An unusually attractive design. Well made and beautifully finished.



Gas Range
Special
\$23.75

AND UP

Here is an unusually low price on a good gas range. Quite convenient in arrangement. Has a very good oven. Guaranteed to give good service. Will not only save you money on its first cost, but saves fuel as well.



\$16.85
\$1.00
DOWN

A complete three-piece outfit offered at less than is often paid for a bed alone. The bed is of all-steel construction in rich walnut finish, the springs of the newer fabric type and the mattress is a 45-pound cotton-top combination.

Steel Range

\$45

A wonderful value in a genuine steel range with many splendid features, including generous oven, high warming closet, ample fire box, extra strong grates, big feed door, etc. Has roomy six-hole top. A well-designed, well-made range at a spectacularly low price.

The New Victor
Overdraft \$24.75

A magical little heater, so good that thousands are in satisfactory use right here in your own State.



Sommers

Washington Street and Capitol Avenue

THE HUB—139 WEST WASHINGTON STREET

NOTICE: By popular demand and due to the fact that scores of our patrons were unable to participate in the marvelous bargains offered during the past week, we are continuing our famous Money-Saving

Sale of Sales

Thousands of Dollars Worth of Men's and Women's New Fall and Winter Wearing Apparel at a Tremendous Sacrifice!

Buy what you want—Pay as you get paid! **NO MONEY DOWN!** No red tape!—No Restrictions!—Quick Service!

FREE

LARGE FOLDER OF FINE ASSORTED SEWING AND DARNING NEEDLES GIVEN ABSOLUTELY FREE TO EVERY LADY.

BE HERE EARLY! DOORS OPEN PROMPTLY AT 8 A. M.



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BE HERE EARLY! DOORS OPEN PROMPTLY AT 8 A. M.

No Money Down!

An interior view snapped during a busy hour—Join the happy throngs and get your share of these big Bargains!

No Money Down!



Another Big Special Lot MEN'S SUITS

Another Big Special Lot, Easily Worth \$15 to \$17.50—Sale Price

Never in our history have we offered such startling values. Here's style, quality and the latest terms imaginable. Hurry! Hurry! While they last.

\$5
NO MONEY DOWN!

Men's \$22.50 FALL SUITS

Sale Price While They Last

\$9.95

Here are handsome garments in finest of all-wool materials.

\$35 Men's New Fall and Winter

Suits and Overcoats

Very smartest single and double-breasted models. All sizes **\$19.95**

Entire Stock Boys' Overcoats 1-3 Off

Boys' \$10.95 Knicker Suits \$4.95

Many With 2 Pairs of Knickers, Sale Price

Tailored of fine sturdy woolen materials in wanted patterns and colors. Don't fail to see these sensational values. All sizes 5 to 17.....

Another Big Shipment Just Received SILK DRESSES

THE SMARTEST NEW FALL STYLES—EASILY WORTH \$15. SALE PRICE—

Any woman missing this bargain cannot help but being sorry. Smartest of smart styles in loveliest of silks and colors; all sizes, 14 to 54. While they last.

\$5.95
NO MONEY DOWN!

Ladies' \$29.50 to \$39.50 Dashing New FUR-TRIMMED COATS

And Self-Trimmed Coats

BEAUTIFULLY SILK LINED

Newest materials in the season's very smartest colors, trimmed with furs of wonderful quality.

All sizes. Sale price **\$19.95**

Ladies' Wool Jersey DRESSES

Wanted colors. Sale price, while they last— **\$5.95**



All Ladies' Fur Coats Go at One-Third Off Regular low prices. —Don't Miss This

Men's Fine \$3.50 Dress

SHIRTS

Genuine English broad-cloths and rich, heavy madras. Sale price—

98c

Men's \$47.50

Blue Serge SUITS

Single and double-breasted; fine weave; all-wool French serge.

\$32.50



EXTRA! Another New Shipment of These Smart

New Fall Hats

Has Arrived Just in Time for Saturday Selling

Another huge shipment just received. Newest styles. Smartest styles. Sale price

\$1.98
and Up

Ladies' Beautiful Silk BLOUSES

\$6.98 to \$10.98 Values Embroidered beaded and all wanted materials and colors. While they last

98c

NO MONEY DOWN!

Open Until 10:00 P. M. Saturday

Ladies' \$1.95 Bungalow APRONS

Newest coloring effects. Exceptionally well made. Rare bargains. Don't miss them. While they last

79c

NO MONEY DOWN!

Open Until 10:00 P. M. Saturday

NO MONEY DOWN Buy What You Want —Pay as You Get Paid

Ladies' Stunning \$19.95 and \$22.50 Silk DRESSES

Save from \$10 to \$12.50 on these lovely new models. Rich, lustrous silks in the very latest styles. Sale price

\$9.95

Ladies' \$22.50 to \$25.00 Silk DRESSES

Not only are your savings phenomenal, but the styles, the material, the colors, will positively amaze you.

\$12.95

NO MONEY DOWN!

Open Until 10:00 P. M. Saturday

THE HUB
Credit Clothiers
139 West Washington Street