

## UTILITY FIRMS FIGHT TO BALK EARNINGS TAX

Battle Takes Form of Rate Reduction Pledges 'If' Congress Doesn't Act.

By Scripps-Howard Newspaper Alliance  
WASHINGTON, Oct. 27.—Utility companies already have started fighting to prevent re-enactment of the electric tax this winter by congress in the form originally intended—as a tax on earnings of electric companies themselves, rather than on consumers of power.

So far, their efforts are centered on their own communities, rather than in Washington, and are taking the form of promised rate reductions to become effective if the tax is not imposed on them.

Early in the year, various state and municipal proposals that rates be reduced by an amount at least equivalent to the tax paid by the consumer were frowned on by the companies.

Now a growing fear is apparent that the utility tax passed last year by the senate and altered in conference committee will be re-enacted.

William H. Taylor, president of the Philadelphia Electric Company, has announced his company will reduce rates to small retail merchants and manufacturers unless congress "increases" taxes on utility companies.

Taylor definitely specified the possibility of levies on producers of electricity as the stumbling block in the way of immediate reductions, and notified the United Business Men's Association that "it all depends upon congress."

### DE PAUW TO GIVE PLAY

All-Campus Musical Comedy Dates Set in March.

By Times Special  
GREENCASTLE, Ind., Oct. 27.—The Moan-On Revue, De Pauw university's all-campus musical comedy, will be given March 10 and 11. The libretto is being written by Mr. and Mrs. Phil Young of Kalamazoo, Mich., graduates of De Pauw with the class of 1931 and co-authors of the revue skit of 1930.

Louise Link of Plymouth is general chairman and Florence Hundt of Summitville is in charge of the music. All songs for the revue are composed by students who act, direct and stage the revue, even to designing the costumes.

**45%**

**REDUCTION**  
in Round-Trip Fares  
Every Week-End

Good Friday to Monday midnight. Ask Ticket Agent.

114 Monument Circle, L.I. 6404  
Union Station, R.R. 3355

**BALTIMORE & OHIO**

"I Suffered 10 Years  
With Itching Eczema"  
and after spending hundreds of dollars to clear it up, I tried Zemo and got relief," writes G. C. G. of Texas. Soothing and cooling, Zemo stops itching in five seconds because of its rare ingredients not used in cheaper remedies. Also wonderful for clearing Rash, Pimples, Ringworm and other irritations. Zemo is worth the price because you get relief. All druggists, 35c, 60c, \$1. Extra Strength Zemo, double results, \$1.25. Advertisement.

## WOMEN



• Naturally enough, we presume, women have been among the most enthusiastic admirers of the GILLETTE Blue Blade. Shaving tender skin smoothly, easily, this extraordinary blade has won indisputable leadership. Try the Gillette Blue Blade and learn why.

**Your Opportunity to Save!**  
**20% DISCOUNT**  
**SALE**

## Firestone

WINTER AUTO NECESSITIES  
ANTI-FREEZE BATTERIES  
SPARK PLUGS HEATERS  
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**BRAKE RELINE**

**SPECIAL**  
Thursday  
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**\$750**

for Fords—Chevrolets  
Other Cars Proportionately Low

OUR special equipment and factory-trained experts assure you a perfect relining job, GUARANTEED to give satisfaction. Above special price includes one FREE Adjustment.

**SCIENTIFIC BRAKE ADJUSTMENT** \$100

For Ford  
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Size



No guesswork here! Whether your brakes are relined or merely adjusted they are accurately tested on the Firestone Brake Tester.

**FIRESTONE SERVICE STORES**  
Michigan and Delaware

Lincoln 1346

### This Includes

- 1 Set brakes for proper clearance.
- 2 Recheck all connections.
- 3 Lubricate entire system.
- 4 Make all final adjustments on Firestone Brake Tester.

# Ayres' Downstairs Store

## FRIDAY BARGAINS

### SIZES:

14 to 20 for Misses  
36 to 48 for Women



### FRIDAY SALE!

**800 New Daytime DRESSES**  
**2 for \$5**

One Dress  
\$2.69

Every line of these beautiful dresses is typically "Fall, 1932" . . . perfect examples of the new Edwardian silhouette . . . with a wide shouldered look . . . slim, graceful waistlines . . . new high necklines . . . and the interesting new sleeve details! They are exceptionally well made—of high quality fabrics:

—PLAID CREPES  
—RAYON CREPES

—WOOL CREPES

—CRINKLE CREPES  
—TRAVEL CREPES

—Downstairs at Ayres, Where Fashions Are Less Expensive.

**SALE!**

CANOTIER

CUFF BRIM

**900 Fall HATS**  
**59c**

Tomorrow the price goes down (WAY DOWN) on over 900 of our much higher priced hats! And please remember, they are all quite new . . . and up-to-the-minute in FASHION. There is a great variety to choose from in close-fitting turbans . . . shallow-crowned sailors . . . cuff brims, etc. All the wanted fall and winter colors!

—Downstairs at Ayres.

SAILOR

TURBAN

**Full Fashioned Silk Hose**

**SHEER Chiffon, or SERVICE Chiffon!**

**39c**

These are NOT "cheap" first quality hose . . . but slightly substandard numbers of much more expensive hose! Try them! You'll be delighted with the extreme SERVICE and BEAUTY that they offer. Full fashioned for perfect fit. Sheer chiffon, silk to the tops—or service chiffon with lisle garter well. Sizes 8 1/2 to 10 1/2.

Substandards of  
"Real Silk" Hose, 69c

—Downstairs at Ayres.

### Women's and Misses'

**Rayon Dimple Cloth Undies**

**39c**

—CHEMISE  
—PANTIES  
—STEPINS  
—BLOOMERS  
—VESTS



Here's a group of rayon undies that spells VALUE! They are well tailored garments of beautiful rayon dimple cloth. In flesh color only. Sizes 24 to 42.  
—Downstairs at Ayres.

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—Downstairs at Ayres.

**SPECIAL!**  
For Friday and Saturday!  
**Salted Nut Meats**  
**55c**  
POUND

For the first time in many months we offer our regular "Downstairs Store Mixture" at a very special price—for TWO DAYS ONLY! They are fresh and crisp and delicious! Mixture consists of:

—BRAZILS —PECANS  
—CASHEWS —ALMONDS

—Downstairs at Ayres.

**Men's Pants . . . \$1.95**

College corduroy pants with wide bottoms; regular slack model; assorted colors. Sizes 29 to 38.

**Fancy Socks . . . 20c**

Men's socks in fancy patterns; first quality; sizes 10 to 11 1/2.

**Pant-Wool Socks . . . 25c**

Men's cold-weather socks in neat patterns and colorings; substandards; sizes 10 to 12.

**Men's Shorts . . . 25c**

Fast colored, perfect fitting athletic shorts with full banjo seat; sizes 28 to 44.

**Men's Shirts . . . 25c**

Fine combed lisle athletic shirts; tubular knitted; sizes 34 to 46.

**Men's Gloves . . . 79c**

Full lined capeskin gloves; sizes 8 to 10; substandards.

**Men's Sweaters, \$1.95**

Turtle neck sweaters in plain colors; all wool; sizes 36 to 44.

**Boys' Shirts . . . 59c**

These are guaranteed fast color "Belmord, Jr." shirts—the best we can buy to sell at this price! Sizes 6 to 14 1/2.

**Boys' Blouses . . . 59c**

"Model" brand blouses; button-on style; sizes 4 to 10.

**Shirts and Shorts, 20c**

Boys' fast color athletic shorts—and cotton knitted shirts.

**Union Suits . . . 59c**

Boys' fall weight union suits in most popular styles; firsts and substandards; sizes 24 to 34.

**Union Suits . . . 65c**

Women's medium weight cotton knit union suits; Dutch neck, elbow sleeves, knee or ankle length; sizes 36 to 50.

**Union Suits . . . 79c**

Children's taped union suits of wool-and-cotton with rayon stripe. High neck, long sleeves, ankle length. Sizes 2 to 12.

**Silk Remnants, 19c Yd.**

Beautiful silks and various weaves and colors. Also fine rayons. Lengths for dresses, blouses, etc.

**Silk Pongee . . . 19c**

All-silk, 12-mommie pongee; natural color.

**Union Suits . . . 59c**

Children's cotton-and-rayon suits; French leg or knee length; short sleeves; sizes 2 to 6.

**Pajamas . . . 59c**

Children's cotton outing flannel pajamas with long or short sleeves; printed or striped; sizes 2 to 14.

**House Slippers**

With Hand-Turned Leather Soles

**79c Pair**

Comfortable D'Orsay house slippers with manufactured patent uppers, boxwood heel, and genuine leather hand-turned soles. Black, red or blue. Sizes 4 to 8.

**Women's House Slippers**

With Hand-Turned Leather Soles

**75c Pair**

Valance and 2 side drapes of heavy cotton crash. Ready to hang.

**Lined Damask Drapes,**

Reduced to \$2.98

50-Inch, fully lined with satin; pinch pleated; 2 1/3 yards long. Made of attractive damask in rust color.

**2-Way Stretch Girdles**  
**\$1.19**

Now you can buy a two-way-stretch girdle at a price well within your means! It stretches up and around—and stays where you put it—whether you sit or stand or walk or run. Made with brocade front. Sizes 26 to 32.

—Downstairs at Ayres.

**You Don't Have to Pay High Prices for Really Fine LAMPS**

Here's a Beautiful New Group—Each Lamp

**COMPLETE**

For Only **\$3.98**

Our buyer just came back from "market" with the finest and most beautiful group of lamps ever to enter the Downstairs Store—and they are priced lower than you would expect. Either junior or bridge style—with plated bronze base—complete with shade of embroidered rayon taffeta—or lace buckram cloth with stenciled design.

—Downstairs at Ayres.

**We've Sold Thousands of These SHIRTS**

**Because They Are the Finest**

**We Can Sell at—**

**79c**

You can't tell us that men "don't know value"! We, ourselves, were astonished when we checked up and found out how many thousands of these "Fashion Line" shirts had been sold in the last few months! There's a REASON for such popularity! These shirts are FULL CUT—the colors WILL, NOT FADE—the fabrics really WEAR! In white, plain colors and fancy patterns. Sizes 13 1/2 to 17.

**Hand-Tailored Ties, 39c**

—Downstairs at Ayres.

