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Harry Davies and Co. Pty. Ltd. enthusiastically report that their November Price-Smash commences this morning right on nine. The firm say that everybody should "listen in" to this broadcasting of big bargains. It is not unusual to read of price-cutting these days, but the firm declare that their bargains are something different—goods wanted everyday by all people are genuinely bargained at The Big Store to-day. The wireless apparatus used by the firm's window trimmers to suggest "broadcasting of bargains", was kindly lent by Mr Roy Bennett, President of the Ballarat Radio Club.

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