

You Are Cordially Invited

To Night at 7 p. m.

GRAND OPENING PEOPLE'S FURNITURE

606 W. College Avenue,

SECOND FLOOR ABOVE
CLEMSON MOTOR CO.



State College, Pa.

SECOND FLOOR ABOVE
CLEMSON MOTOR CO.

NEW!
MODERN!
COMPLETE!

We Test the Quality of Our Merchandise To Protect You!

Will it fade? Will the construction stand up under strain? Can the materials be exposed to strong sunlight without fading? Our Bureau of Standards takes the guesswork out of buying. For your protection we make a painstaking analysis of all the merchandise we sell. You can buy with absolute confidence at People's, where you must be satisfied or your money will be refunded! Only at People's do you get such an iron-clad guarantee of satisfaction. No other store for miles around protects its customers in such a fair, honorable, painstaking manner.



Come and Open An Account

Take Up to 18 Mos. to Pay

We invite you to open a charge account at People's. You can pay for your purchases in small weekly or monthly payments out of your income without missing them. And think of the satisfaction in being able to buy all your needs without ready cash.

No Charge for Credit

14 YEARS
OF SQUARE DEALINGS
IN LEWISTOWN

Lewistown residents know our reputation and priceless heritage for selling quality home furnishings at fair prices and on easy terms. Ask your Lewistown neighbor or friend about us. Many of the people in State College and vicinity know us, too! You can buy with absolute confidence at People's where quality and fair price go hand in hand. State College residents have asked for this store for many years and now we've come to town! And even if you're not interested in buying now, won't you please come in and say "hello" . . . we'd like to shake your hands and meet you . . . for the new People's store is a friendly store.

STATE COLLEGE'S
OWN STORE

**SOUVENIRS
FOR ADULTS!
POSITIVELY NO MER-
CHANDISE WILL BE
SOLD ON THE OPEN-
ING NIGHT!**
... People's
The Store for All the People!

WELCOME TO THE NEW PEOPLE'S STORE! The litchstring is out to one and all! This is your invitation to be our guest! Positively no merchandise will be sold on the opening night. Come in and stroll around . . . everything is modern, new, clean and complete. See the beautiful new furniture and bedding on display . . . see the fashionable new styles and the exquisite woods. No matter whether your needs are but a kitchen chair or a housefull of furniture, People's have what you want at the price you want to pay! Tell your friends . . . tell friends to tell their friends . . . no person for 30 miles around will want to miss this Grand Opening!

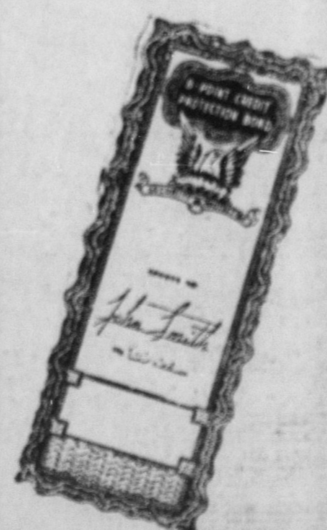
THE same policy of fair and square dealings that we have enjoyed in Lewistown for the past fourteen years will be incorporated in this, our new State College store. Many of you are already acquainted with People's, for we have served a large number of the people of State College and vicinity for a good many years. No longer is it necessary for you to travel 40 or 50 miles to secure the best in home furnishings, for People's have come to town! Those of you with limited budgets will consider People's a Godsend, we predict. For People's make no extra charge for credit. You can buy here at cash store prices and take 12 to 18 months to pay! Don't forget the address—606 West College Ave., directly above the Clemson Garage, Meyers Building . . . promptly at Seven P. M. to-night, we swing the doors wide open. Let nothing under the sun keep you away.

◆ People's New State College Store Fulfills A Long Felt Need ◆
NO NEED TO TRAVEL 40 OR 50 MILES FOR FURNITURE NOW!

You . . . whether you are a regular resident of State College, a resident of a neighboring community, or a student, have been watching the preparations for the opening of our new store. If you could only look behind the scenes! Our buyers went to the furniture centers of the country to secure the latest in home furnishings. They collected all the new materials, the finest grained woods, the best construction practices, so that the furniture we present to the people of State College and vicinity is as nearly perfect in every detail as modern science and modern workmanship could contrive. This opening was planned to come just at the time when spring cleaning is in full swing. For at this time of the year you notice, more than ever, the bare corners in your rooms and the shabby, outmoded pieces that nearly every home has. Come in and look around. You're bound to find just the very thing you've been looking for in our new and complete stocks. It will be a pleasure to serve you! No obligation to buy . . . we welcome visitors!

8-POINT CREDIT PROTECTION BOND

Given With Every
Purchase . . .



1. In case of DEATH, the account is cancelled and marked PAID IN FULL.
2. In case of FIRE, if furniture is involved, the account is cancelled and marked PAID IN FULL.
3. In case of STRIKES, if person is laid off, payments are suspended until strike is settled.
4. In case of ILLNESS, if person is confined to bed with a serious illness, payments are suspended until person recovers.
5. UNEMPLOYMENT, we suspend payments until you return to work.
6. ACCIDENT, if person is unable to work due to an accident, payment is suspended until he returns to work.
7. HURRICANE, if furniture is destroyed by a hurricane, balance is cancelled and account marked PAID IN FULL.
8. PROTECTION to your furniture. In case of furniture or floor coverings that show manufacturing defects of which we are notified in writing within thirty days of delivery, the same will be replaced and will otherwise keep the furniture in serviceable condition by polishing and repairing, free of charge, at all times upon request, providing said furniture and floor coverings have not been removed to a point beyond 85 miles.

Remember the famous Lane Cedar Chest you saw Rochelle Hudson using in the moving pictures? People's have identical copies of that chest. And do you know that many families, other than those with daughters about to be married, are buying these chests for storing clothes in a decorative, serviceable manner? Remember how comfortable the beds were on your last vacation? Without a doubt they were Simmons' Mattresses, for they are the byword wherever sleeping comfort is paramount. People's have a complete line of Simmons' bedding. The Hoosier cabinets you see in today's newest and smartest homes are here at People's, too! In fact practically every new and nationally known quality make of furniture is carried in People's huge stocks. And remember People's prices are moderate . . . no more than what you'd pay for inferior, unknown brands of furniture elsewhere. People's 8 Point Credit Protection Brand protects you in case of illness, accident or death . . . the only Bond of its kind issued without charge.

Second Floor
Above the
Clemson
Motor Co.

Open Thurs-
day, Friday and
Saturday
Evenings for
Grand Opening

PEOPLE'S

606 W. COLLEGE AVENUE
STATE COLLEGE, PA.

PEOPLE'S — THE STORE FOR ALL THE PEOPLE!

Up to 18
Months to Pay

No Charge
For Credit

Plenty of
Free Parking
Space for All

Greetings to the Penn State Faculty and Students

To faculty members and students we issue a sincere and cordial invitation to visit us. Plan now to visit our new store and see for yourself what we mean when we say, People's is the store for All the People!

LARGE SELECTION OF Simmons Bedding TO CHOOSE FROM

Even a millionaire couldn't buy better sleep than what you'll secure from Simmons Bedding. The name speaks for itself. The long wearing qualities of their mattresses and the decorative comfort of their studio couches and beds are known and appreciated by millions of families in all walks of life. Come in and choose from our complete stocks. No high pressure salesmanship at People's; you can choose leisurely and without annoyance for YOU must be satisfied AT PEOPLE'S or WE ARE NOT!

NATIONALLY KNOWN FURNITURE RUGS, RADIOS ON SALE HERE

No matter what your pay envelope holds, there is a way to make that money go farther . . . to make every penny, nickel, dime and dollar work just as hard for you . . . as you worked for it. People's say it is better to pinch pennies, to squeeze the dollars than to let them trickle through your fingers. The small "change" that falls out of your pay envelope, the "loose" little piles of little coins, may be "chicken feed" to some . . . but to the really thrifty these little odd sums bring the extra measure of happiness that means all the difference between success and failure.

You don't have to think of fat pay envelopes in order to secure for your home and family the real blessings of life. You don't have to think of big amounts to provide for the comforts and necessities and the joys and pleasures that make living worth while. Get the habit of thinking in terms of little sums when planning your expenses, when buying your home-furnishing needs. When you think of the pennies, People's say, the dollars will take care of themselves. We look forward to the time when you will be fully convinced that you always save more at PEOPLE'S.

It Makes a Big Difference
Where You Buy Your
Furniture