

MONTGOMERY & CO.'S SUPPLEMENT

STATE COLLEGE, PENNA. FRIDAY, MARCH 19, 1926.

MONTGOMERY'S FORMAL SPRING OPENING FRIDAY

**Montgomery Company's Marvelous Growth
Result of Quality and Square Dealing**

LARGE FIRMS HELP NEW STORE IN CELEBRATION

Several of the country's leading and largest manufacturing concerns join with Montgomery's in this event. These firms are among those with which Montgomery's have done business during many years of service. It is through the co-operation of a large number of these houses that the merchandising for this ten-day event has been made possible. Many of these companies have been dealt with continuously for more than twenty-five years, and in this period of time business relationships are bound with bonds of strength.

Realizing the importance of this opening many of these manufacturers made great concessions in price on a large number of items. If it were not for this co-operation, it would not be possible to offer the remarkable values which are listed on the inside pages of this newspaper. In respect of these business houses and their loyal support is one of the greatest things that will make this year the huge success it so richly deserves to be.

Montgomery's has long been known as a store of quality at moderate prices. The patron has always been protected against loss and never is merchandise sold until absolute satisfaction has been assured. Misrepresentation will not be tolerated in any form by anybody. So firm has been the business policy of Montgomery's that the store has never experienced a year when it did not show some profit.

MEN PREPARED TO MEET IMMENSE THROUGHS

The manager and his staff of able workers have exerted every effort to make your visit to Montgomery's an extremely worth-while and to you obtain more dollar for dollar value than you have ever before secured on Spring merchandise. The inducements offered by the store are of sufficient attractive value to entice liberal buying on the part of everyone.

STORE IS MONUMENT TO INTEGRITY

**Years of Faithful Service Made
Handsome Store Possible—
Modern in Every Respect.**

OFFICIAL OPENING FRIDAY

Progress would cease were it not for the dreamers. Not the dreamers who dwindle away their time and Michael-like sit waiting for something to turn up, but those who couple with their ability to dream of big things the practical wisdom so necessary for accomplishment. These men of vision, blessed with the germ of achievement; never content with what they have accomplished; men who are striving, not once in a while but all the time to do something bigger and better than they have yet done; they are the builders who make the world go round.

Such was the spirit that prompted the executives of Montgomery's store to plan and perfect the magnificent new home which is to be officially opened Friday.

New Store Windows Of Very Latest Type

The entire front of the new store has been remodeled to give more ample window display. The store is now entered through one handsome door finished with largely beveled plate glass. On each side are very large handsomely illuminated display windows of unusual design and backed by paneling.

The windows are floored with maple, paneled with carefully matched and finished in the Jacobson style. The window ceilings and backgrounds are of ornamental plaster.

When the windows are illuminated the effect is unusually brilliant, both because twice as many electric bulbs are used as in the average window and because the reflectors are of the newest type, all of them being set into the ceiling.

STATE COLLEGE IS PROUD OF THE NEW MONTGOMERY STORE

**Formal Opening Marks Great
Stride Forward—Building an
Asset to the City.**

When the doors of the new Montgomery store are formally thrown open Friday evening, the business of State College will have taken another great stride forward. This city has always been blessed with good stores, varied in lines and quickly accessible markets. It has long enjoyed the trade of a vast territory, extending many miles in every direction. Each day brings forth greater needs in this community and the Montgomery company has wisely chosen to make complete these extensive improvements at a time when State College is expanding as never before. The building itself is a monument to the integrity of the Montgomery Company and an asset as well as an ornament to the city.

National Glory of Solomon Rivaled By Modern Man

Men of today, regular "he-men," we are assured, are rebelling against the drabness of their clothes, as decreed by the fashions of comparatively recent times. They are looking back to the days when Solomon was arrayed in considerable glory, or with less strain to the eyesight, on a time when it was not unusual for the stronger sex to sport a plum colored top coat, and a pearl gray hat. The rebellion has not yet appeared very strongly on the surface; nevertheless says an imaginative writer:

The pajama is ascending to glorified heights. Long the black sheep of polite private life, this garment has been elevated to the four hundred. Underwear for men, never mentioned save with blushes, has recently become less of an outlaw in the scheme of attire. Artistic either has seeped into the world of unmentionables and

imparted poetry to the most drab of all elements of dress.

Manufacturers of furnishings are strongly emphasizing the splendor of the intimate wear of the male. It is claimed that he-men this spring will take to the most emphatic colorings in pajamas and underwear.

What the well dressed man will wear when going to bed is one of the burning topics of immediate future.

When the organist swings into the wedding march in the future, the assembled mourners will exclaim: "Here comes the groom. I wonder who made his trousseau." People who have been laughing steadily for years at the appearance of men in dishabille may change their tune shortly, according to the fashion authorities in the furnishing field. Some of the new efforts put out for next season would make laundrymen blush.

THE ENTIRE COMMUNITY INVITED TO OFFICIAL OPENING

**New Store Built Bigger
and Better to Give the
Trade Bigger Values
—Better Service.**

EXPECT BIG CROWD AT CELEBRATION

Interesting Exhibits Arranged and Special Entertainment Features Provided.

Not only are the people of State College vitally interested in this celebration, but merchants and business men from neighboring cities are coming to see how State College does things—for this event makes State College the feature store city of Pa. There is good reason for this interest—for in Friday evening's celebration there will be exhibitions that will repay every person's visit.

More unusual features have been planned for this event than any other store in Pennsylvania has ever attempted. The big idea behind all these features is to impress upon the public the size and successful growth of one of Pennsylvania's Greatest Apparel Stores.

Extend Invitation to All

The Montgomery Company issues a cordial invitation to every person to attend the opening ceremonies Friday evening. Special entertainment features have been provided. Many interesting exhibits will be arranged conveniently for examination.

Progress of Retailing

Every convenience that modern science has perfected will be found in the new store. It is a far cry from the oil lamps and dust laden shelves of forty years ago to the sanitary,

New Store Right in the Very Heart of the Business Section

No store in State College has a more ideal location than that occupied by the new Montgomery Clothing Store, both from the standpoint of business and convenience of the customer. Located right in the heart of State College's more important business block it is easily reached and stands out prominently as one of the city's greatest retail stores. As a meeting place for friends it is ideally located and the logical place to trade.

Rural and out-of-town trade will find the new store especially convenient. There is no comparison between the old store and the new, for the new is so far superior that any attempt of comparing the two would be an idle waste of time and words.

dust proof show cases of today; from huge stocks of plainly designed clothes piled high on tables, to the modern system of having each suit held in shape with a hanger of its very own. The store clothes of yesterday are no relation to the superbly tailored, expertly designed ready-made suit of 1926. There is a spirit of romance and progress in a retail organization that all are asked to share intimately on Friday evening.

SOME MEN ARE RATED AS GOOD MATCH-MAKERS

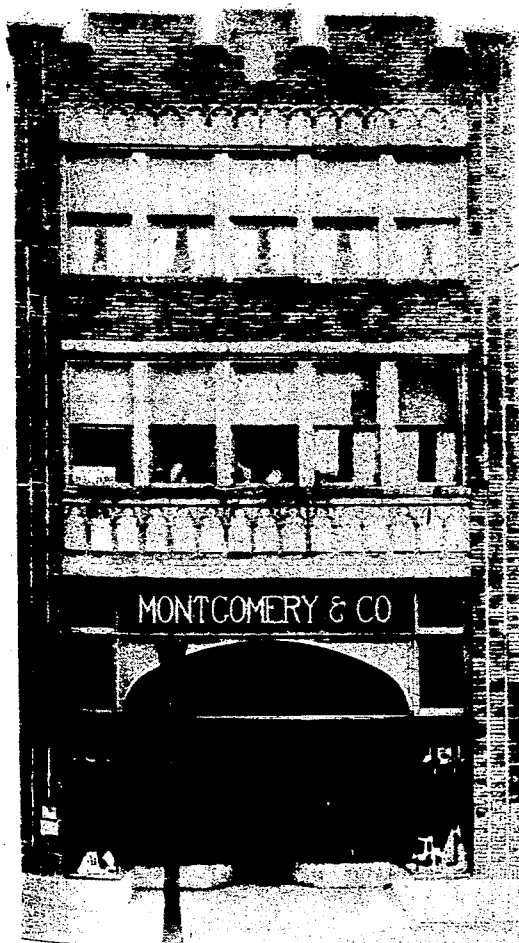
It is conservatively estimated that nine men out of every ten have hidden away in some dark closet a coat and vest that if matched up with a pair of trousers would create a happy partnership for many, many more weeks. This one condition prompted the Montgomery Company to plan an enlargement of their trouser department, so that today it is three times its past size. In a well lighted section the customer will gaze upon an almost endless procession of men's trousers.

Several hundred lonesome coats and vests may now be brought out of dark closets and matched up with a new pair of trousers from the Montgomery's immense collection.

GROWTH RESULT OF SATISFIED PATRONS

Practicability the Keynote of Every Department Which Is Arranged to Give Better Service to the Public.

The business of the Montgomery Company has prospered and grown because the people of this vicinity wanted it to prosper. People have been served in the way they wanted to be served. The desire to supply the needs of this ever increasing patronage in the best possible way has made the new building what it is today. Practicability is the keynote—ever department is arranged and situated so as to give practical service to those who need it. However, there is more to the Montgomery Company than frontage and depth and floor space and physical arrangement. An atmosphere permeates the entire organization, a spirit born of forty years of endeavor to see how much could be given, rather than how much could be received.



State College's Finest Clothing Store Comes Into a New Era



KEEPING pace with progress—renewing and reinforcing its leadership—led by the light of past achievements—satisfied with nothing short of perfection—prompted this creation of State College's Finest and Most Complete Store for Men and Boys. Montgomery's New Store is a Monument of Integrity. A contribution of our city's progress. It testifies the spirit of service. Backed by the good will of thousands of loyal patrons this institution confidently enters a New Era that will evolve a wider scope of usefulness and make GREATER STATE COLLEGE'S FINEST RETAIL INSTITUTION.

**You Are Cordially Invited To The Formal
Opening and Reception**

Friday Afternoon and Evening, March 19th

—SPRING STYLE DISPLAYS—