

FROMM'S JANUARY SALE

The Outstanding Event of the Season
Clothing, Hats, Shoes, Furnishings,

The Most Exclusive High Grade Merchandise Sold Today

Society Brand, Steinbloch, Hart Schaffner & Marx, and Leabury Clothes; Stetson, Schoble Hats, Johnston and Murphy, Florsheim Shoes, Arrow, Eagle Shirts

Sale Starts Friday, Jan. 6, 1928, at 8:00 A. M. and Continues Until Saturday, Jan. 21

STORE OPEN UNTIL 8:00 P. M. DURING THIS SALE

One Lot Men's Suits

Society Brand, Stetler and Kirschbaum, formerly sold at
 \$35.00 }
 \$40.00 } Will go at **\$10.00**
 \$50.00 }
 All alterations on these suits at cost

THIS is an appreciation event--store wide in scope--staged to show our appreciation for the business accorded us by our many friends and customers and incidentally to create more "good will". All the profits will be passed along to patrons of this sale.

100 Pairs Ladies' Shoes

They will be wrapped up in grab packages, sizes on the packages. Oxfords, Patent Leathers, One-strap Pumps and Satin Pumps, which formerly sold at
 \$7.50 }
 \$9.50 } Will go at **75c.**

UNDERWEAR

\$1.50 Genuine B. V. D's	\$1.15
\$1.00 Topkis Union Suits	69c
\$3.50 Wool Union Suits, 2 for	\$5.69
\$2.50 Wool Shirts and Drawers, per suit	\$3.45
\$1.50 Balbriggan Union Suits	\$1.19
\$1.75 Reis Heavy Cotton Union Suits	\$1.39

GOLF HOSE

\$4.50 value, per pair	\$3.45
\$1.50 value, 2 pairs	\$2.25
\$3.00 value, 2 pairs	\$4.15
\$3.50 value, 2 pairs	\$4.95
\$4.00 value, per pair	\$2.95
Boy's Golf Hose at less than Manufacturer's Cost.	

PAJAMAS

English Broadcloth and Flannel
 \$1.75 value... \$3.65
 \$2.50 value... \$1.95
 \$3.00, no belt... \$2.15
 Slipovers and Button Fronts
 All Bathrobes and Lounging Robes reduced.

GLOVES

\$5.00 Buckskin Gloves	\$3.75
\$4.50 Goatskin Gloves	\$3.15
\$5.00 Pigskin Gloves	\$3.75
\$4.00 Pigskin Gloves	\$2.95
\$1.50 Suede Gloves	\$3.45
\$1.75 Wool Gloves	\$1.15
\$3.00 Leather Gloves, Wool lined	\$2.35

MEN'S SOCKS

75c Wool and Silk, 3 pairs	\$1.45
\$2.00 Wool, 2 pairs	\$2.55
\$1.00 Wool 2 pairs	\$1.15
Record Black and Tan, 3 prs.	1.00
\$1.00 Allen A Silk, 2 pairs	\$1.55
Fancy Wool Scotch, 2 pairs	\$2.00


SOCIETY BRAND OVERCOATS

\$40.00 Society Brand Blue and Oxford Gray Overcoats, now	\$31.50
\$50.00 Society Brand Overcoats now	\$42.50
\$65.00 Society Brand Overcoats, now	\$49.50
\$37.50 Kirchbaum Overcoats, now	\$28.50

One Lot of Top Coats—
 Hart Schaffner & Marx, August Bros., Kirschbaum—formerly sold at \$32.50, \$35.00, \$40.00—now
\$26.50
 \$25.00 Top Coat \$19.50

SUITS

\$50 Society Brand Suits now	\$42.50
\$40 Society Brand Suits now	\$32.50
\$60 Society Brand Suits, Knickers	\$46.50
\$40 Hart, Schaffner & Marx, 2 pair pants, now	\$34.50
\$40 Kirchbaum Suits, 2 pr Pants	\$34.50
\$40 Leabury College Clothes Suits, 2 pairs Pants	\$34.50



LADIES' SHOES


\$7.00, \$7.50 Black Suede, gun metal trimmed	\$5.85
\$6.50 Patent One-strap Pumps	\$4.95
\$6.75 Satin Opera Pumps	\$4.95
\$6.75 Patent Opera Pumps	\$4.95
\$7.00 Patent Opera Pumps	\$5.45
\$7.00 Velvet Opera Pumps	\$5.45
\$10.00 Oxfords	\$8.95
\$8.75 Brown Swade Pumps	\$6.95
All \$6.50 Oxfords	\$4.95
All \$7.50 Arch Support Shoes	\$5.85

HIGH GRADE MERCHANDISE SOLD AT A SACRIFICE



BOYS SUITS BOYS

\$18.50 4-piece Suits \$13.95
 One lot of Suits, formerly sold at \$12.00 \$5.50
 Boys' Sheepskins, \$8.50 value, now \$5.45
 \$18.00 Right Posture Overcoats \$10.00



STETSON SCHOBLE AND CAMPUS Hats

\$7.50 Schoble, now	\$6.25
\$4.50 Campus, now	\$3.15
\$6.00 Schoble, now	\$4.95
Stetson Hats	\$8.00 & \$9.00

CAPS

\$2.00 Caps	\$1.75
2.50 Caps	
3.00 Caps	
3.50 Caps	

Men's Shoes

\$13.50 Johnston & Murphy	\$11.35
\$14.50 Johnston & Murphy	12.35
\$10.00 Florsheim	8.85
\$12.00 Customs Built Florsheim	10.45
\$9.00 Crawford Shoes	7.95
\$8.50 Crawford Shoes	7.45
\$6.50 Sterling Shoes	5.45
\$4.50 Army Shoes	3.45

All Boys' Shoes Reduced
 Ladies' B. F. Goodrich Zippers
 \$5.50 High Black zippers, spec. \$3.85
 \$5.50 High Tan, gray zippers \$4.35
 \$4.50 Low Tan, gray zippers \$3.75
 \$3.00 Low Tan gaiters \$2.45
 All light weight rubbers reduced.

Men's Dress Trousers and Knickers

25 PER CT. OFF

Towers Slickers

\$6.50 Towers Slickers	\$4.95
\$8.50 Leatherette Black Slickers	\$6.45

Sheep Lined Coats Reduced

Men's Dress Shirts


\$2.50 Colored Arrow Shirts, 2 for	\$3.45
\$3.00 White Arrow, English Broadcloth Shirts, 2 for	\$4.65
\$2.50 White, collar attached, 2 for	\$3.45
\$2.00 Arrow, English Broadcloth, 2 for	\$3.25

All Neckwear

\$1.50 value, 2 for	\$2.50
\$1.00 value, 2 for	\$1.70
\$1.00 Bow ties, 2 for	\$1.65

Tuxedo Suits

\$25 Tuxedos	\$19.50
\$35 Tuxedos	\$29.00
\$50 Society Brand	\$42.50



FROMM'S

114 E. College Ave. Opposite Front Campus Since 1913 State College, Pa.

MEN'S SCARFS

\$5.00 Square Silk, now	\$3.85
\$3.50 Oblong and Square	\$2.45
\$3.00 Oblong and Square	\$2.35

MEN'S BRUSHED WOOL SWEATERS

\$6.00 Tan and gray	\$4.65
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