

**Good News! You Bet It's Good News. Throw Out Your Chest, Smile, Look a Hole Thru Old Man Depression—For We Are Going**

# BACK TO THE PRICES OF 15 YEARS AGO

Our manufacturers have notified us that there has been a change to lower prices for the coming spring --We have refused to just sit back placidly and meet conditions as they come--therefore we do it now--striking forward with a vigorous assault on our entire stock of new fall merchandise. Profits have been forgotten in this drastic attempt to bring back prices of 15 years ago. It's a bold, daring stroke because costs don't justify such low prices, but we have to adjust our stock to the present low prices.

## SUITS TOPCOATS O'COATS

That sold at \$40  
Worsted — Cheviots — Basket Weaves—Double Service Cloth —One Pant — Two Pant. All at the new price of

**\$34.50**

*For the first time in our history, except at season end clearance have we been able to offer to the people of State College, such low prices on high grade merchandise in which quality has not been changed. The most skeptical buyers can now buy feeling assured that they are getting the lowest prices in years.*

Good Bye! Old Clothes

### Hello! New Suits & O'coats

Society Brand, Braeburn, Charter House, and Hart Schaffner & Marx Clothes Priced on the Basis of Fifteen Years Ago.

We know—as you know—that you have been making the old suit or overcoat last too long—putting off buying until prices come down. You need not wait any longer—price sale down now.

#### SUITS that sold at \$35

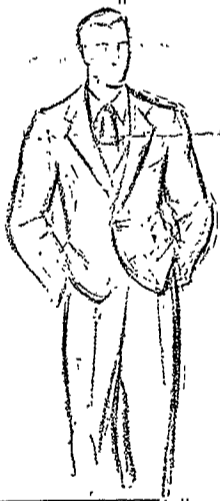
Blues — Browns — Greys — Single-Breasted — Double Breasted. One-Pant — Two Pant — Knicker-Suits. **\$28.50**

#### SUITS that sold up to \$50

Light Grey — Light Tan — Browns—2 Pant — Knicker Suits. The kind of clothes you always wanted— **\$31.50**

#### "Knit-Tex" Topcoats

Every one knows the regular price of these coats. A great value. **\$19**



NEW 1932 PRICES ON WOMEN'S



## FINE FOOTWEAR

Most women know of the wonderful values in Walk-Over, Selby, Menihan and Natural Bridge Shoes we have always shown—and as in other years quality has taken a leading part in these smart shoes.

PUMPS ONE-STRAPS OXFORDS  
KIDS SUEDES SNAKE SKIN TRIMMED

All \$9.00 Shoes now.....\$7.95	All \$9.50 Shoes now.....\$8.45	All \$6.50 Shoes now.....\$5.45
All \$8.50 Shoes now.....\$7.45	All \$7.50 Shoes now.....\$6.45	All \$6.00 Shoes now.....\$4.95
All \$8.00 Shoes now.....\$6.95	All \$7.00 Shoes now.....\$5.95	All \$5.00 Shoes now.....\$4.25

#### SLEEVELESS SWEATERS

That sold at \$4.00. Blue, **\$2.29**  
Tan and Green.....

#### MEN'S 50c HOSE

Monito and Phoenix, plain and fancy colors..... **39c**  
All sizes to 12

#### TRENCH COATS

An ideal All-weather Coat that sold at \$7.50..... **\$5.95**  
All sizes.

NEW LOW PRICES ON ALL

## MEN'S NEW FALL SHOES

Footwear that puts you in step with the season—footwear that keeps you keyed up at all times. At these new low prices you can afford to get that extra pair you always wanted.

All \$9  
FLORSHEIM SHOES **\$7.95**  
In black and Brown  
All sizes

All \$9  
WALK-OVER SHOES **\$6.95**  
Don't miss this chance of getting these shoes.

All \$10 and \$12  
FLORSHEIM SHOES **\$8.85**  
The finest shoes made at this low price.

Up to \$8  
Crawford and Eaton Shoes **\$5.95**  
Real values at this low price.

Of Course You'll Want

### a NEW HAT

Stetson and Schoble Hats Reduced

\$7 Stetson **\$5.95** now  
\$6 Schoble **\$5.00** now  
\$5 'Campus' **\$3.95** now

### SHIRTS

That Sold at \$1.95 and \$2.25

BLUE SHIRTS— **\$1.39**  
TAN SHIRTS—  
GREEN SHIRTS—  
NOVELTY SHIRTS  
Collar Attached

A Real Opportunity to Stock Up on Good Shirts at a Low Price

### SUEDE JACKETS

in grey and tan  
Sold at \$8.50

now **\$6.95**

### \$2.50 PAJAMAS

Plain and Fancy Colors  
Slip-Over, Coat Style

**\$1.95**

### Men's Odd TROUSERS and KNICKERS

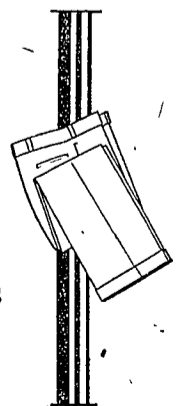
That sold up to \$8.50

WORSTEDS

FLANNELS

CHEVIOTS

GREY **\$4.95**  
TAN  
BROWN



### LEATHER COATS

that sold at \$15.00. None better for all 'round wear. Genuine horsehide—wool lined. **\$10.75**

# FROMM'S

OPPOSITE FRONT CAMPUS