

# FROMM'S REOPENING

## FREE FREE FREE

To every man and woman visiting our store at the Grand Reopening a coupon will be given to each person.

They will sign their name and address and deposit the stub in a box. To the lucky man a pair of \$12 Florsheim shoes will be given away, and the lucky woman will be awarded a pair of \$5 Spectator shoes. Don't miss our new displays, and we still offer the same unexcelled service. We welcome you all to call on us. Whether you buy or not your visit here will be made pleasant.

Don't forget to sign your coupon. You may be the lucky person.

This is the story of a large, modern clothing store that literally grew up among the hills and valleys of Centre County. Its founder and present owner, Morris Fromm, entered the clothing business as a young man in 1909, when he sold clothing from a wagon over a route that took him into the farm homes and little settlements through Brush Valley, Sugar Valley, Milheim, Tusseyville, Boalsburg, Tyrone, Bald Eagle Valley, and State College.

In those days most clothing was sold in that way. His customers waited for his periodical trips and he returned from each trip with a large volume of business.

Where the Electric Supply Company now has its store at Allen Street and Calder Alley there was a blacksmith shop—Bailey's—and back of that was a livery stable owned by Art Evey. On his trips to State College, Mr. Fromm parked his wagon at the livery stable, opened his eight or nine trunks, and sold to faculty, students, and townspeople.

In 1913 Mr. Fromm opened up a general clothing store in the Stuart building now occupied by Behrer's hardware store, and moved to State College permanently.

In 1920 at a public sale he bought the residence of Kathryn Krape, occupying the site of his present store on College Avenue; an old residential property, it had a street frontage of 48 feet. He built a one-story front on the dwelling house to bring his entrance to the sidewalk, and thus had a storeroom 22 feet by 30 feet

in size. Business grew; the College was expanding rapidly, and the town and student population was beginning a period of great growth.

In 1926 the storeroom was enlarged by the building of an additional 45 feet extension. In 1934

he began to develop the vacant frontage on either side of his store. He built the three-story building that adjoins his store on the east, containing quarters for the West Penn Power Company and several apartments. Also at this time he laid his plans for rebuilding his store and for the three-story, modern structure now going up to the west.

His new structure is modern in all respects. It has fluorescent lighting, and display cases designed by Grand Rapids throughout the entire department.

The nationally known brands of clothing, hats and shoes which Mr. Fromm now handles are the same lines which he started in business in his present store twenty years ago. Many of his customers are those with whom he did business thirty years ago. In short, this modern store represents a gradual evolution from the old to the new in which that which was sturdy and tested by time in the old still persists in the new. Its story is that of a store that grew up and a business man who grew in these hills. This front has been rebuilt in old English style with an Arcade consisting of eight windows so that he might give his patrons congenial environment and unexcelled service. It is the kind of store its owner had dreamed of having during his years of business growth.

Mr. Fromm is a Kiwanian, an active supporter of the Hillel Foundation, a chapter counselor to Phi Sigma Delta, and a charter member of the local Elks lodge.

Owner and Founder



The store of Fromm is known by the firms we represent. Over three decades I have served the student body and the people of Penn State and community at large. Listed below you will note the names of the outstanding manufacturers who have enabled us to give you this fine shopping center which is now ready to serve you.

- Society Brand Clothes
  - Florsheim Shoes
  - Jayson Shirts
  - Botany Ties
  - Cooper Underwear
  - Essley Fraternity Shirt
  - Schoeneman Clothes
  - Worsted-Tex Clothes
  - Weyenberg Shoes
  - Jarman Shoes
  - Clipper Craft Clothes
- WE ARE EXCLUSIVE,  
BUT NOT EXPENSIVE**

Styles of today are set by the man on the Campus, whether it is his topcoat, suit, sports wear, or shoes. Mr. Fromm has always made it his business to go along with the time, giving his trade the styles at earlier dates. When you want to be advanced with your wardrobe, a visit here will satisfy the best dressed man.

CONGRATULATIONS  
to  
Morris Fromm

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BRAND

CLOTHES

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Opp. Old Main  
114 E. College Ave.

BEST WISHES

to

Morris Fromm

Jayson  
Shirts

EXCLUSIVE

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CONGRATULATIONS  
to  
Morris Fromm

SPORT WEAR

by

Adolph Aron  
& Son

FELICITATIONS

to

Morris Fromm

Shoes by

Weyenberg

EXCLUSIVE AT

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114 E. College Ave.

BEST WISHES

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Morris Fromm

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and  
KNIT-TEX

CLOTHING

Sold At The

Better Stores

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