

In 1924—"The Fastest Growing Store in State College"

In 1940—"You Can Get It at METZGER'S"

In 1924 the campus was a decidedly different place from what it is today. One of the hit silent movies was "The White Moth, starring Barbara LaMarr and Conrad Teale. In the Collegian it was described as "The French theater brought to the screen. French romance and a French dancing chorus—all done in a typically French way." . . . Fatimas were the most popular brand of cigarettes . . . The captain of the State wrestling team, Katsutoshi Naito, represented Japan in the Olympic Games . . . A campus presidential survey gave Coolidge and Dawes 722 votes and Davis and Bryant 161 . . . Andy Lytle, almost 90 years old, was made an honorary freshman by the class of 1928 . . . class meetings were held in the Bull Pen . . . there were 3537 students in attendance—less than half the present enrollment.

METZGER'S IN 1924—

Sixteen years ago Metzger's stayed in the vanguard as State College grew by leaps and bounds. The store advertised itself as "The fastest growing store in State College." Today this slogan has been replaced by "You can get it at Metzger's," but the meaning is the same—Metzger's is the most completely stocked store in town. In the summer of 1924 the State College post office was erected and South Allen Street was paved for the first time. Metzger's kept pace with this modernization, however, and today the store is the first stopping place for State College shoppers.

METZGER'S TODAY—

Today Metzger's is one of the largest stores in town, and is constantly being increased in size. Last winter a store room was build on the second floor to provide 1800 square feet of space in which a reserve stock is kept so that customers will never be disappointed. The latest improvement, a basement sales room for toys and athletic goods, will be opened about Dec. 6. This will add 1200 more square feet of floor space and will firmly establish Metzger's store as State College's leading business place.

L. K. METZGER

The Fastest Growing Store in State College

A Most Complete Line of Text B

State College as a Whole

is keeping pace with the growth of Penn State. Two very helpful and needy improvements have been accomplished during the summer months—the erection of a fine Post Office Building and the paving of Allen Street.

We are keeping pace—in fact keeping ahead of the growth of the college and town. Certainly there are few towns the size of State College where you will find a store so completely stocked with such a varied class of merchandise as ours.

Our stock is more complete, more varied, merchandise priced lower and our store arrangement better than ever before.

PARCEL POST LAUNDRY CASES

Fibre \$2.75 and \$3.00
Canvas \$1.75 and \$2.00

Edison Mazda Lamps, Desk Lamps, Waste Paper Baskets, Big Ben and Little Ben Alarm Clocks.

For every Dollars worth of merchandise a **FREE CHANCE** on a used Haynes 28,000 miles, fully equipped with tires. This car is easily worth \$500. Every Freshman buying his green cap at Metzger's. This automobile can be seen in front of Metzger's.

Stationery Fountain
Confectionery Loose Leaf
Magazines Drawing

Join our Library, costs only 25c to join. All makes of Fountain Pens repaired.

Athletic Goods of all kinds
Golf Foot Ball Track Basket
Base Ball Hunting Fishing
Repair Golf Ball 20c, 25c, 35c

**For the Largest Selection of Gifts
For Him . . .**

FISHING TACKLE

- Fly Boxes 95c to \$2.50
- Fly Tying Kits \$2.50 Up
- Rods

HUNTING EQUIPMENT

- Woolrich Jackets and Shirts
- Socks and Sweaters
- Boots

GOLF BAGS \$2.75 to \$15.00

- Golf Balls \$3.00 to \$4.50
- (In beautiful gift boxes)

CAMERAS and PHOTO SUPPLIES

- Eastman Movie Camera \$29.75
- Other Cameras \$1.00 to \$35.00
- Developing Sets \$2.95 - \$4.95

SKATING

- Figure, Hockey Skates \$4.95 to \$12.95
- Hockey Clubs 35c to \$2.50

SKIIS \$1.75 to \$18.00

- Boots \$4.95 to \$5.95
- Harness \$2.50 to \$5.75
- Ski Wax Kits \$1.00

SLEDS \$2.95 to \$6.95

- BICYCLES New and Used
- BILLFOLDS from \$1
- LUGGAGE

BOY SCOUT EQUIPMENT

- Knives \$1.50
- Flashlight \$1.35
- Compass \$1.00
- Axe \$1.25 - \$2.00

**MODEL AEROPLANE KITS
10c to \$1.00**

- FIELD GLASSES \$2.95 to \$18.95
- SWEATERS \$3.25 to \$4.25

**ROYAL, REMINGTON
PORTABLE TYPEWRITERS**

CIGARS - CIGARETTES - TOBACCOS
in gift wrappings

**PIPES - PIPE RACKS
SMOKING STANDS, etc.**

- FOOTBALLS 98c Up
- BASKETBALLS \$1.95 to \$18.00

Shoes - \$1.25 to \$5.75

**ROLLER SKATES
LOOSE LEAF NOTE BOOKS
ROBINSON REMINDERS**

**POKER CHIPS
POCKET ADDING MACHINES
FILING CABINETS
WRIST WATCHES**



FOR THE KID

A COMPLETE LINE

GAMES and

See Our Basement Toyland—All Toys

VISIT OUR REMODELED BASEMENT
BE READY ABOUT DECEMBER

Over 1200 Feet of Floor Space Devoted to Toys

A COMMON EXPRESSION IN TOWN

"YOU CAN GET

METZGER

S. ALLEN ST.