

STUDENTS

HERE ARE 7 GOOD REASONS

Why You Should Do Your Christmas Shopping in FRIENDLY STATE COLLEGE



1. You won't have to waste any of your precious Christmas vacation shopping at home, for when you Shop State College you can be assured of getting just what you want, NOW. You won't be bogged down with packages either—YOUR GIFTS WILL BE MAILED HOME FOR YOU.

2. Five hundred and eighty-three nationally advertised brands—more than in any town of comparable size—give you a selection of the best goods manufactured in this country and MORE for your money.

3. The nationally advertised brands, featured in State College almost to the exclusion of all else, cost you no more here than they would in the largest store in the world. Their prices are established by the manufacturer.

4. Through repeated clearances and fast turnover of stock, State College merchants assure you of new, seasonable items throughout the year. You'll find very little "old" merchandise on a State College shelf, and when you do find it, more than likely it's marked down.

5. State College has a reputation among the clothing people of the world as a "fashion center," because State College buyers are constantly on the road, selecting and choosing outstanding fashions for a clientele that demands the newest and the best.

6. When you shop State College you are assured of satisfaction. Your merchant is also your neighbor and friend, and he has to please YOU 365 days a year to stay in business. When something goes wrong, it takes five minutes to straighten it out. No costly trips, no long correspondence, a simple phone call will do the trick.

7. You can't beat the State College shopping area for convenience. Located in the center of town, easily accessible from anywhere. It's even within easy walking distance of any point in the borough.

FOR A

Gift Shoppers Guide To Better Values

FOLLOW THE TREND AND MAKE YOUR SELECTIONS FROM OVER 583 NATIONALLY ADVERTISED BRANDS AVAILABLE TO YOU IN YOUR FRIENDLY STATE COLLEGE STORES.

IF YOU WANT THE LATEST AND BEST — SHOP STATE COLLEGE, THE COMPLETE SHOPPING CENTER — WHERE QUALITY AND VALUE EXCEL!

THIS AD SPONSORED BY THE RETAIL DIVISION, STATE COLLEGE COMMERCE CLUB

