

The Merchants of State College

Join The Daily Collegian in Sp

Hartman Electric Co.

Bill McMullen Florist

Crabtrees

Centre Hardware

Blair Shop of Gifts

Hur's Men's Shop

L. K. Metzgers

Rea & Derick, Inc.

Glick's Shoes

Book & Record Shop

Kalin's Men's Shop

Penn State Photo Shop

"IT'S IN 1

(A CON

WITH CLUES HIDDEN IN THE DAILY ADVERTISEMENTS OF OUR
KEYS TO WINNING VA

MAKE YOUR READING PROFITABLE!
(This Clue Is on the House)

GIFT NO. 1

THE COLLAR STAYS MORNING-FRESH!

Can't crumple

Launders easily needs no starch

Patented non-wilt construction

Stiff-collar smartness—soft-collar comfort

ESSLEY SHIRTS
with the original **TRUBENIZED® COLLAR**

Essley's exclusive Tru-Benized® collar naturally gets top billing! But consider, too, Essley's full, free cut: subtle flattering at the shoulders, chest and waist . . . but no pull, bind or bunchiness anywhere! One of Many Sanforized fabrics, of course.

Our contribution to "It's In the Ads" is a box of these Essley Shirts or their retail value equivalent in merchandise.

College Sportswear