

McLanahan's Departmentalized

New Fountain Streamlined For Service

Something new in fountain service will be available in McLanahan's new drug store.

State College shoppers will be served by not one, but two, fountains in their search to quench thirsts and satisfy hunger.

Directed by William R. Shirk of State College, employed by McLanahan's for the past 11 years, the modernized food department is capable of serving 31 persons in a single sitting.

Extending over 80 feet in length, the distinctively designed layout is streamlined to serve everything from sodas, sundaes and soft drinks to light lunches, homemade pies, cakes, pastries and off-the-grill plates during the entire time the store is open.

The fountain stools are comfortably upholstered in tan-rust to match the general decorative tone of the store. There's an added feature, too, of a chrome rail for storage of packages, hats, books, etc.

The food service unit prepares orders under most sanitary conditions right before the customer's eyes. Housewives will be especially interested in the modern dish washing room, glazed in yellow tile, where automatic dish and glass washers thoroughly clean and sterilize all service used at the fountain in a twinkling.

A newly-developed carry-out ice cream case with self service features is operated in conjunction with the fountain.

All Tobacco Controlled in Special Room

Those cold blasts which identify winter's approach to Centre County these days have met their match.

And the ravages of summer's heat have been accounted for, too.

McLanahan's new drug store which opens tomorrow features a tobacco storage room with controlled "weather" which defies any onslaught of nature.

Comparable in every respect to the facilities maintained by exclusive modern tobacconists, McLanahan's guarantees constant freshness of all tobacco merchandise.

Contrary to popular belief, dampness alone is not enough for proper tobacco storage. In addition, the humidified air must be kept in constant circulation if cigars are to retain their factory-fresh flavor. Special humidifying and air circulation devices built into the cigar cases assure ideal storage conditions 24 hours a day for a complete variety of tobacco products.

As an added feature, McLanahan's tobacco department has a special humidified tobacco storage room operated in conjunction with this section. A type of operation not usually found in many stores, this 72-square-foot room has its "weather" automatically controlled by a humidifier, humidistat and a hygrometer.

Daily Hours Set For New Store

Store hours for the new McLanahan Drug Store were announced by R. G. McLanahan today.

Today, the modern departmentalized store will open at 9 a.m.

Starting Thursday, it will be open daily from 8 a.m. until 10:30 p.m.

The store plans to be open Sundays until Christmas from 9 a.m. until 10 p.m.



R. G. McLANAHAN

3rd State College Store Shows 15-Year Progress

The name "McLanahan" and "drug store" became synonymous 45 years ago.

The first McLanahan establishment was founded in Tyrone in 1903 by W. H. McLanahan, late father of R. G. McLanahan, one of the owners of State College's newest store.

The McLanahan operation in Tyrone continued until this past August when it was sold to C. H. Morrison.

The State College venture was begun by R. G. McLanahan 15 years ago on the corner of Beaver avenue and Allen street—site of College Sportswear today.

With only five employees, R. G. McLanahan started his State College operation Nov. 23, 1933. After four years in the original location, expansion forced the first move—this time to 124 S. Allen street in the building owned by Dr. F. A. Robison.

The second site was completely remodeled Sept. 1, 1937, and by this time there were 16 employees in McLanahan service.

Following the war, Mr. McLanahan, visualizing the rapid growth of State College and the need for larger quarters, began to make plans for a third move. He took an option on the current

Dust Doesn't Stand a Bit Of a Chance

Housewives note:

If your homes were constructed like McLanahan's new drug store, you could forget your dust cloth or old-fashioned feather duster.

A speck of dust doesn't have a chance with McLanahan's "all-weather" air conditioner in operation.

A special 25-ton capacity air conditioning unit which maintains a constant comfort zone the year-round throughout the store also includes a dust filter which continually "washes" the air.

Thus, all merchandise remains clean.

A constant 72-degree temperature is maintained with the air always changing to include 40 percent of fresh air. If the temperature reaches 76 degrees, refrigeration begins.

The air conditioning unit is a "hidden" feature of McLanahan's. Other modern features will be more available to the customer's eye.

If you look closely, you'll see a special stock elevator bringing additional merchandise up from the basement's mammoth stockroom. Or you might see a clerk using one of the store's seven inter-communication telephones to speed service.

Full vision windows at the store's front make the entire store a show case.

Gift Choice Is Complete

A "store within a store" is possibly the best way to describe the gifts department in McLanahan's new State College drug store.

The question of "What kind of a present shall I get for Aunt Jane?" or "What shall I send home to Mother?" can be answered quickly because of the large assortment of gifts and greeting cards available.

What is considered to be among the most complete assortments available offers a tremendous variety to shoppers of every classification.

There are all types of leather goods, stationery, bristle goods, fountain pens, electric razors, watches, clocks and personalized presents by the scores.

Photographic Section Large

An eye-catcher—just as it should be—will greet visitors to McLanahan's new drug store.

It's the greatly-enlarged photographic department located just to the right as customers enter the establishment.

Owners of both candid and conventional box type cameras will find this a major attraction.

There's a wide variety of film stocks, a large line of popularly-priced cameras, developing solutions, printing papers, enlargers and the rest of the accessories prized by picture enthusiasts.

Arrangements have been completed for prompt delivery of the more expensive and highly specialized pieces of camera and darkroom equipment. Photo-finishing of high quality is also planned as a special feature of this department which is directed by Dean Spayd of State College, who studied at Eastman's School of Photography.

Cosmetics in Natural Light

Sharing the spotlight in McLanahan's new drug store is the vastly enlarged cosmetics and toiletries department.

With a comprehensive representation of all the leading famous names in beauty care, the department is stocked to meet every need from an orange stick to complete matched toiletry sets. As a gift center, it's expected to be one of the store's busiest sections.

Among the leading lines of cosmetics carried by McLanahan's new store are Elizabeth Arden, Helena Rubinstein, Coty, Yardley, Richard Hudnut, Max Factor, Lucien LeLong, Tussy, Houbigant, Revlon, Dana and scores of others.

According to Mrs. Jean Shirk, experienced cosmetician in charge of the department, the new lighting fixtures will be a distinct advantage to women desirous of seeing how the various shades of lipstick and powders compliment particular types of beauty since the illumination closely approximates natural daylight.

Mrs. Shirk has been with McLanahan's for two and a half years and is well versed in all phases of beauty care.

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