



# You'll Enjoy Shopping In Friendly State College

**YOUR** wardrobe will be stylishly up-to-the minute if you shop in Friendly State College. Because State College merchants are constantly seeking the latest style, your clothing will always present the fashionable appearance of today. State College merchants are continually selecting designs for a clientele which demands grace and refinement, yet casual individuality.

**SATISFACTION** is yours when shopping in Friendly State College. Since your merchant is your neighbor and friend, he must satisfy you 365 days a year if he wishes to remain in business.

**FEATURED** in Friendly State College are 583 nationally advertised brands—more than in any town of comparable size in the United States. Prices for nationally advertised articles are controlled by manufacturers, thus costing no more than in the largest stores.

**CONVENIENCE** is the keynote in Friendly State College. The shopping district is located within walking distance of any home in the borough. And quick-buying is as convenient as the nearest phone.

**FOR** style, satisfaction and convenience, remember — Shoppers Wise . . . Patronize Friendly State College.

**Sponsored by Following Members of the**

## Retail Division of the State College Commerce Club

The Blair Shop  
Behrer Hardware  
Clemson's Garage  
Clark Motor Co.  
College Sportswear  
Danks & Co.

Electric Supply  
Griggs & Kreamer  
Harmony Shop  
Jack Harper  
Kalin's Men's Shop

Keeler's  
Margaret's Shop  
Mitchell's Dress Shop  
G. C. Murphy Co.  
Music Room

J. J. Meyers Food Store  
O'Bryan Motor Co.  
Sears, Roebuck Co.  
E. M. Smith Motors Inc.  
Sportsman's Shack  
Storch Motor Co.