

EARLY GIFT SHOPPERS GUIDE

THE DAILY COLLEGIAN

—Presents—

the **CHRISTMAS** SHOPPING LIST

Follow the Alphabet To
BETTER VALUES
at
BETTER PRICES

Now as always we take pride in presenting the best to the consumers of State College. In this list we are sure that one and all will find the answer to all their Christmas Shopping headaches. Not only will you find clues to better values but you will find them at better prices. Also the best in customer service.

The friendly merchants of State College take pride in bringing to you the best in merchandise at fair trade prices. For years the retailers of State College have brought you the finest and will continue to do so in the future. So we say follow the alphabet to learn why...

SHOPPERS WISE

PATRONIZE FRIENDLY STATE COLLEGE

A

ALWAYS READ COLLEGIAN for SHOPPING IDEAS

C

College Book Store
College Sportswear
Crabtrees

E

Egolf's

G

Glick Shoe Store

L

LOOK FOR THE ALPHABET Every Day for Gift Ideas

Q

QUIT WONDERING WHAT TO BUY —Read Collegian for New Ideas

V

VARIETY PLUS —that's what the alphabet offers in XMAS GIFT ideas

H

The Harmony Shop
Hotel Beauty Salon
Hur's Men's Shop

M

Max Hartwick
Metzger's

R

REST and RELAXATION are yours on your Xmas Vacation if you shop now and avoid the last minute rush

W

Woodring's

I

In the ALPHABET—that's where you'll find XMAS GIFT IDEAS

N

New College Diner

S

Sally's
Schlow's

X

XMAS SHOPPING DAYS are here. Shop Now for your Best Selections

J

Jack Harper

O

ONLY A FEW MORE SHOPPING DAYS til Xmas.—Shop Early

T

The Corner Room

Y

The Young Men's Shop

B

Balfour College Jewelry
Balfurd Cleaners
Behrer Hdwe. Store
Blair Gift Shop

D

Danks & Co.
Don Kepler

F

FOR BETTER RESULTS patronize the merchants appearing in the alphabet.

K

Kalin's Men's Shop

P

Penn State Photo Shop

U

USE COLLEGIAN as Your XMAS Shopping Guide

Z

ZANY OR PRACTICAL—Whatever your gift needs are, you can find them in the alphabet and in State College