

# McLanahan

**Self  
Service**

**4 Pages  
of  
McLanahan  
Specials**

# GRAND OPENING

## 9 a.m. Tomorrow



### New Shopping Era Begins

TOMORROW at 9 a.m. marks the beginning of a new shopping experience for students of the University and residents of State College. McLanahan Self Service will open its doors and at the same time initiate a new type of merchandising.

McLANAHAN SELF SERVICE is a different kind of store in this respect: it is a departmentalized-self service store featuring most items found in modern drug stores, but with many new conveniences, not found in other stores

WITH the exception of a prescription department, McLanahan Self Service is a complete store. Besides Health and Vitamin needs, we carry many items found in variety stores, sundries sold in discount houses, and we feature a large grocery and dairy goods department.

AFTER only one visit we are sure you will make McLanahan Self Service your store, because we feature discount-house prices with no reduction whatsoever in quality.

**On East College Avenue at foot of Shortlidge Road**

### SAVE YOUR WOODEN NICKELS!

YES, save your wooden nickels, confederate money and even your genuine U.S. 5c pieces, because there's a 100-car parking lot behind McLanahan Self Service and **THERE'S NO METER TO PAY** — no campus cop to give you a ticket — it's completely free!

ONCE INSIDE the new store you'll find everything, and everything in its place. McLanahan Self Service has been scientifically designed to make your shopping an ease. Just in case you do have trouble the first day—or any day—you'll find cute young aisle clerks to help you find what you seek.

SO, HURRY ON DOWN TOMORROW and see how Mr. McLanahan has improved on that modern-day phenomenon—the self-service store.

OH YES, one thing we forgot to mention—you may register free—no obligation at all—and be eligible for one of the more than 250 prizes totaling \$5,000. How can that figure be so astronomical? You'll find that answer on the following page.

# \$5,000 IN PRIZES



**TURN PAGE FOR DETAILS**