



Advertising





Maurice's

Shoes for all occasions are gazed upon by Dorothy Dollarhide, who picks a pair of tan suede heels, although also well pleased with the crepe soled white buck oxfords and red play shoes. Floyd Gall smiles approvingly at the brown and white saddle shoe displayed for him at Maurice's.



Breuner's

Here is the store for the whole family, for people of all walks of life. Both record and radio selections attract most high school students. Dorothy Smith, Barbara Constantine, and Larry Boone listen to the radio in a room furnished by Breuner's.

The New Yorker

The store completely for the girls, is the New Yorker. Yolanda Valdez wears a flowered blouse, green ballerina skirt, with green platform shoes. Kathryn Rowe poses in a black sport print, and Shirley Sweeney chooses a chocolate brown suit with matching shoes.



Kuechler's

For everything from silverware to typewriters, the place to go is Kuechler's. Carol Smith appraises a three-string set of pearls, Diane Vincent can't decide between the lapel pin and the diamond encased wrist-watch which is a specialty of Kuechler's Jewelers.

Bravo & McKeegan

The shop for men—suits, sweaters, shoes, shirts, everything in clothing—is Bravo & McKeegan. John Connelly hurries down the steps of the Main Building to meet Norman Harris, after a day at school. Both boys wear outfits from Bravo and McKeegan — the shop for men.



Ward Tyler's

Here is the shop for all. "Twitter" Baysinger wearing a pair of Spalding saddles, Carl Carlson gets approval by Carol Tyler of a pair of Spalding loafers, while Deborah Hansen gazes at Spalding bucks. All this and more too may be found at Ward Tyler Sport Shop, 129 East Weber Avenue — the Stockton Hotel Building



Brown House

For the warm summer days Joy Fay Estes considers a fresh looking cotton dress. Wanda Todresic chooses a cool two piece suit for that special occasion. Both are styles from the teen shop of the always up-to-date Brown House.



Fresh Maid

Here is the place that makes its own ice cream and all flavors of frosted malts. Janie Guntrup, Lloyd Rassmussen, Jean Work, and Tommy Hargis smile over double decker ice cream cones from the Fresh Maid Fountain Lunch, located at 641 East Main Street.

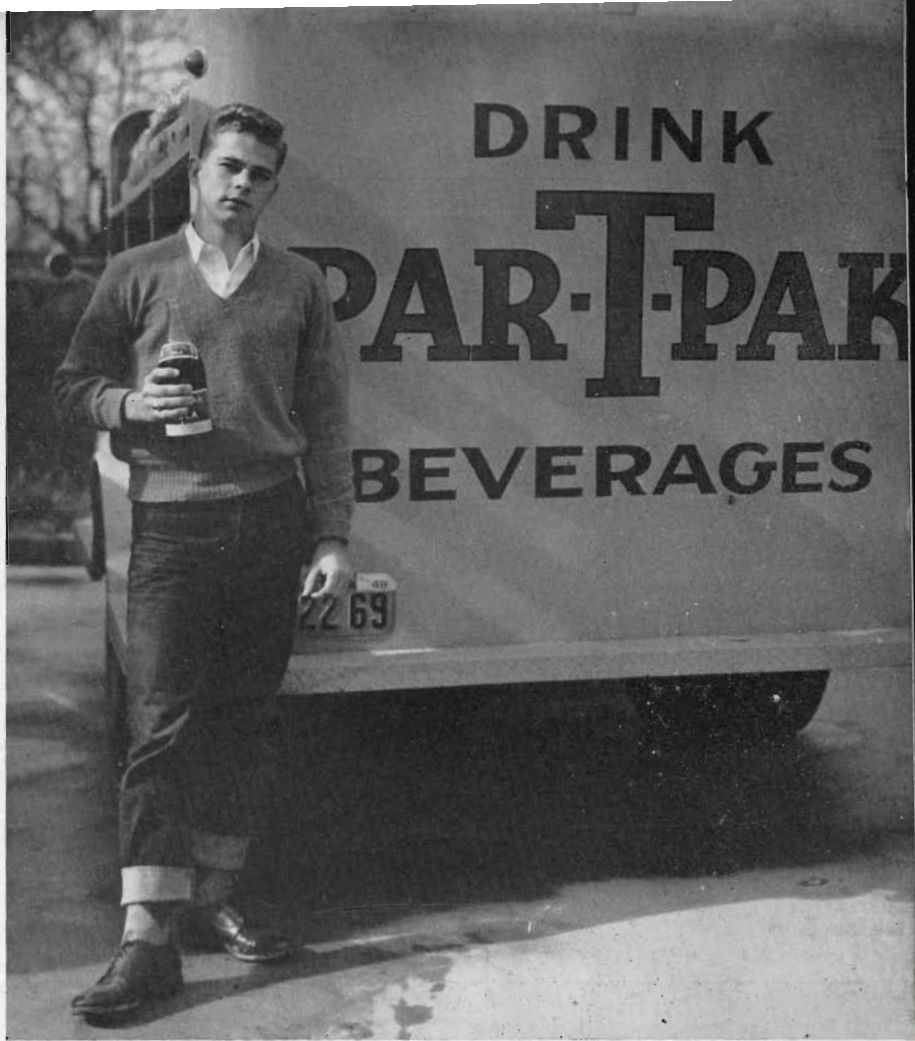


College Pharmacy

The fountain at the College Pharmacy is the spot for relaxing after school. Mary Ann Blair, Jack Hunter, Pat Penn and Marian Grainger discuss the coming weekend over cokes and phosphates, picked from the wide variety listed.

Par-T-Pak

Eddie Raymond makes a choice, and a wise one, Par-T-Pak. It's just the hit for you and your crowd. It sells in large bottles with just enough for everyone. It's nothing but good, right down to the last drop.



Roger's

This one of Stockton's stores is proud of its advertising among the younger set. Pat Foreman is being fitted with a gold lock bracelet, presented in appreciation of our Blue and White ad for Roger's, located at the corner of Main and Sutter Streets.

*Californian
Clothiers*

Bob Dessaussois shows Leonard Balcao, a former Stockton High student, the final touch in argyles for the suit displayed in the window of Californian Clothiers. Here a high school or college fellow may complete his wardrobe--Slacks suits, ties, shirts, coats for the "Man About Town."



Du Bois

Pat Walker and June Van Vranken are cool in their cotton dresses picked from the racks of dresses detailed for teens. They are examples of the exclusive merchandise displayed in the modern windows of Du Bois.



Mallett's

Although its title is Mallett Music Co., washing machines, heaters, and other electrical devices, aside from the record section pictured, are to be found. Joan DeCicco glances through a Stan Kenton record album as Roy Patterson hands a record to the clerk who plays it for him.

The Sterling

The Sterling is a store strictly for women, carrying wedding gowns, purses, gloves, and other accessories. Lois Wilson poses in a white formal with turquoise blue and peplum, which is just the thing for her auburn hair.





Sears

The sports department at Sears is overflowing with things to interest you fellows. Fishing tackle, golf clubs and bags, outboard motors, and sleeping bags are but a few features of this department. Ernie Kenoyer inspects a tennis racket and a can of tennis balls while Clay Womble prices a football which appears more than interesting.



Sears

Doris Broughton and Elsie Smith discuss the attractive clothes available for girls at Sears. They display ballerina skirts and Elsie models a Gibson Girl blouse. The room photographed is one completely furnished by Sears Roebuck and Company.



Newby's

If it's a big meal you want or merely a coke, the place for prompt service is Newby's. A gang of Stockton High students stop for coffee, cokes, and milkshakes to quench their thirst on a hot day.

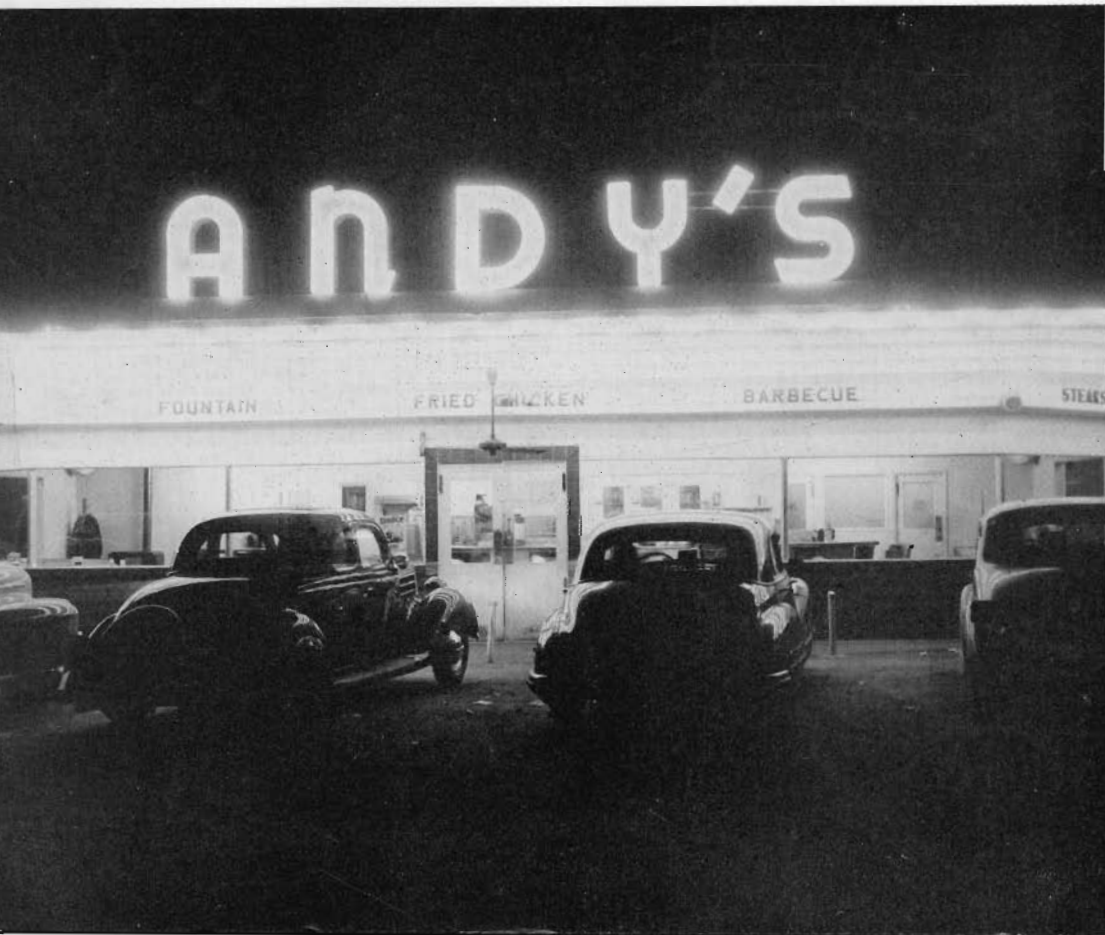


Knobby's

Betty Waldo picks a ballerina skirt and Gibson Girl blouse, while Nancy Potter approves a newly arrived cotton dress, both samples of the wide variety of smart clothes found at Knobby's, always crammed with styles just meant for teen agers.

Bob's Studio

Bob's Studio is just the place to go for graduation, family, wedding, or individual pictures. Extremely patient and courteous service is just waiting for everyone. An example of Bob's work is shown here in a picture of Beverly Adams.



Andy's

Hamburgers, steaks, fried chicken, and barbecue are but a few of the foods advertized at Andy's, formerly Hazel's. Here is the place for that after-the-game snack. Students from both Stockton and Lodi find Andy's the place for them.