

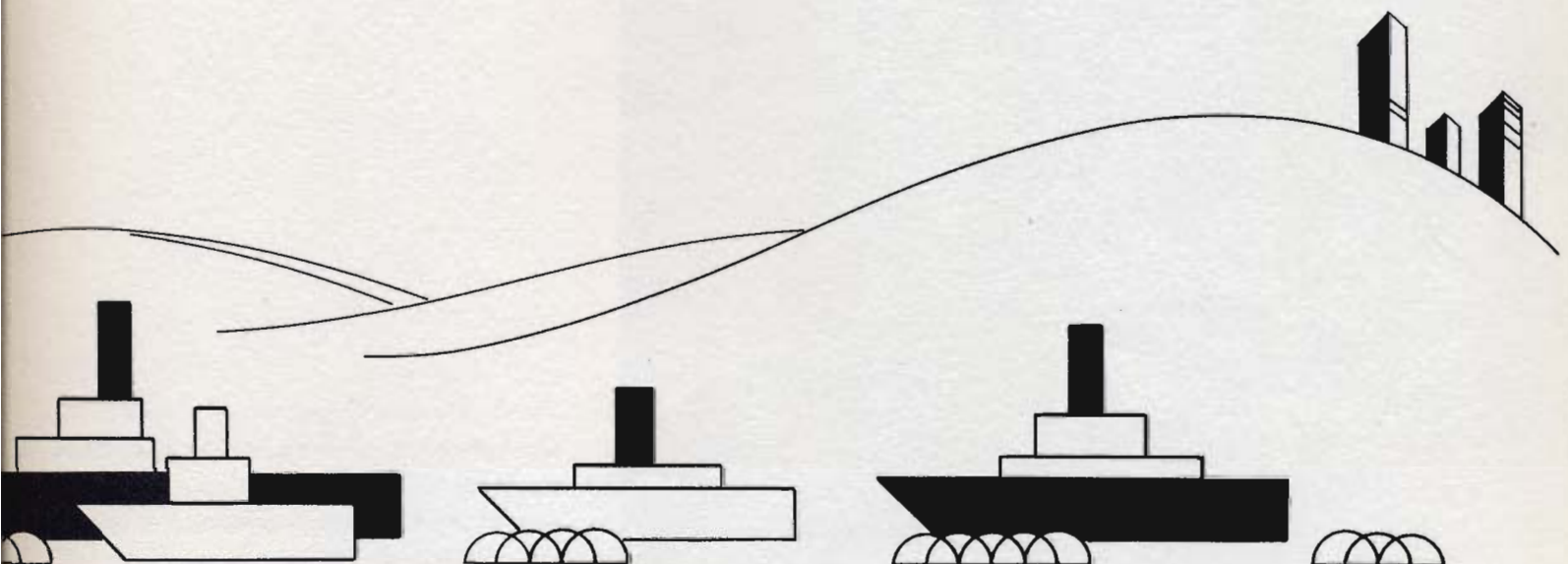


advertising





Time for the commercial and a few well-chosen words from our sponsors. The subject, you, and the things you do. What you eat, how you dress and where you go. Whether you're a budgeteer or a spendthrift, what better way to close this book than with a good buy?



Gail Houseman models a crisp cotton frock designed to melt any feminine heart (and a few male ones, too). Up-to-date and attractive fashions are always on display at **Katten and Marengo's Town and Country** and **Uptown** stores.



The attraction of beautiful jewelry is age-old. At **Eck's Jewelers**, Val Kidd and Norma Atkinson admire the sparkling collection of fine rings, while Mr. Eck offers his friendly assistance.



Sylvia Wiesner and Sally Nelson admire each other's fresh spring clothes at **Campus Lane**, one of the S. C. co-ed's favorite stores.

At **Turner's Hardware Store**, Bob Bradshaw decides on a fine quality tennis racquet to help improve his backhand. Turner's is a favorite place in Stockton for sporting goods as well as for hardware and household goods.



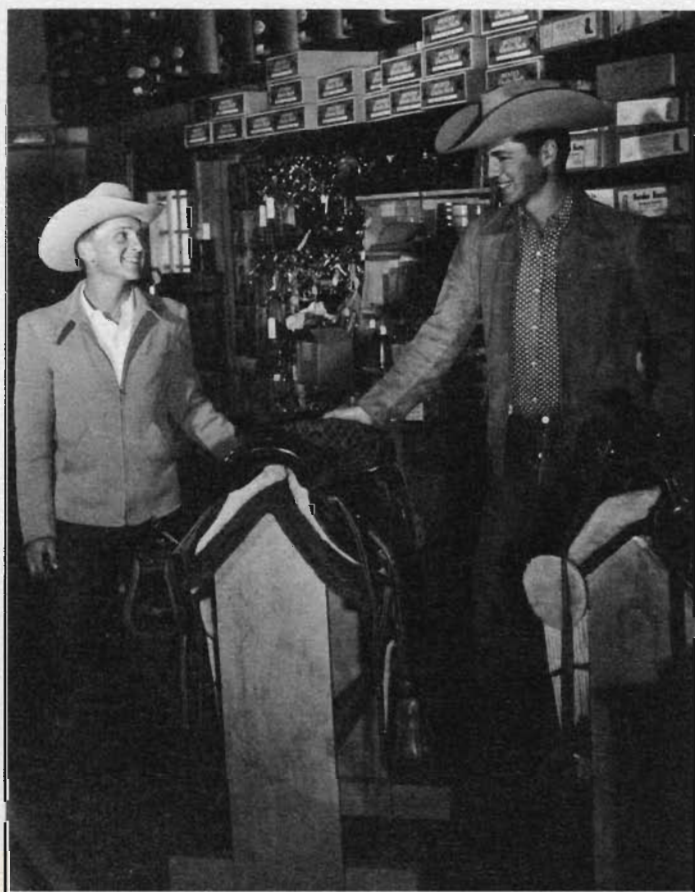
Stepping out in their bright spring apparel from the **Knobby Shop** are Norma Night, Kathryn Hollinger and Joann Witherow.



Three bright young women are preparing for the world of business at **Maud Cornwell's School for Secretaries**. They know that their expert training will enable them to hold the best jobs available.



Phyllis Kaiser models one of the lovely and eye-catching formals that **Rich's Apparel Store** specializes in. Rich's also carries a wide line of suits and sport clothes.



An exquisitely-made saddle from the **Stockton Auto Top Company** would be sure to please any "cowpoke" as well as the most exacting modern horseman. The Auto Top carries a complete line of riding equipment as well as harness, auto tops, and upholstery.

Doralee and Sue Corren are enthusiastic about the long-lasting values of a fine radio-phonograph-television combination. **M. Corren and Sons** will be glad to help you choose the finest in any line of home furnishings or appliances.



The California Floral Company specializes in beautiful flowers for all occasions. Their slogan is, "Say it with flowers, let them be ours."



"This is Tom McKeegan, class of '46,
calling to say 'Congratulations to the
class of '52'."

Bravo and McKeegan

Lorraine and Diana Hinshaw take time
and care to select a fine watch at
Martin's Jewelers. Courteous service
and high quality merchandise are by-
words at Martin's.





Robidart Motors is proud to display and sell the new Kaiser . . . "America's most beautiful car." You will be proud to own and drive one.



Scott Ford and Johnny Langenbach take time to relax while drinking refreshing bottles of Par-T-Pak Cola and Root Beer. These are only two of the fine beverages bottled and distributed in Stockton by Nehi Bottling Company.

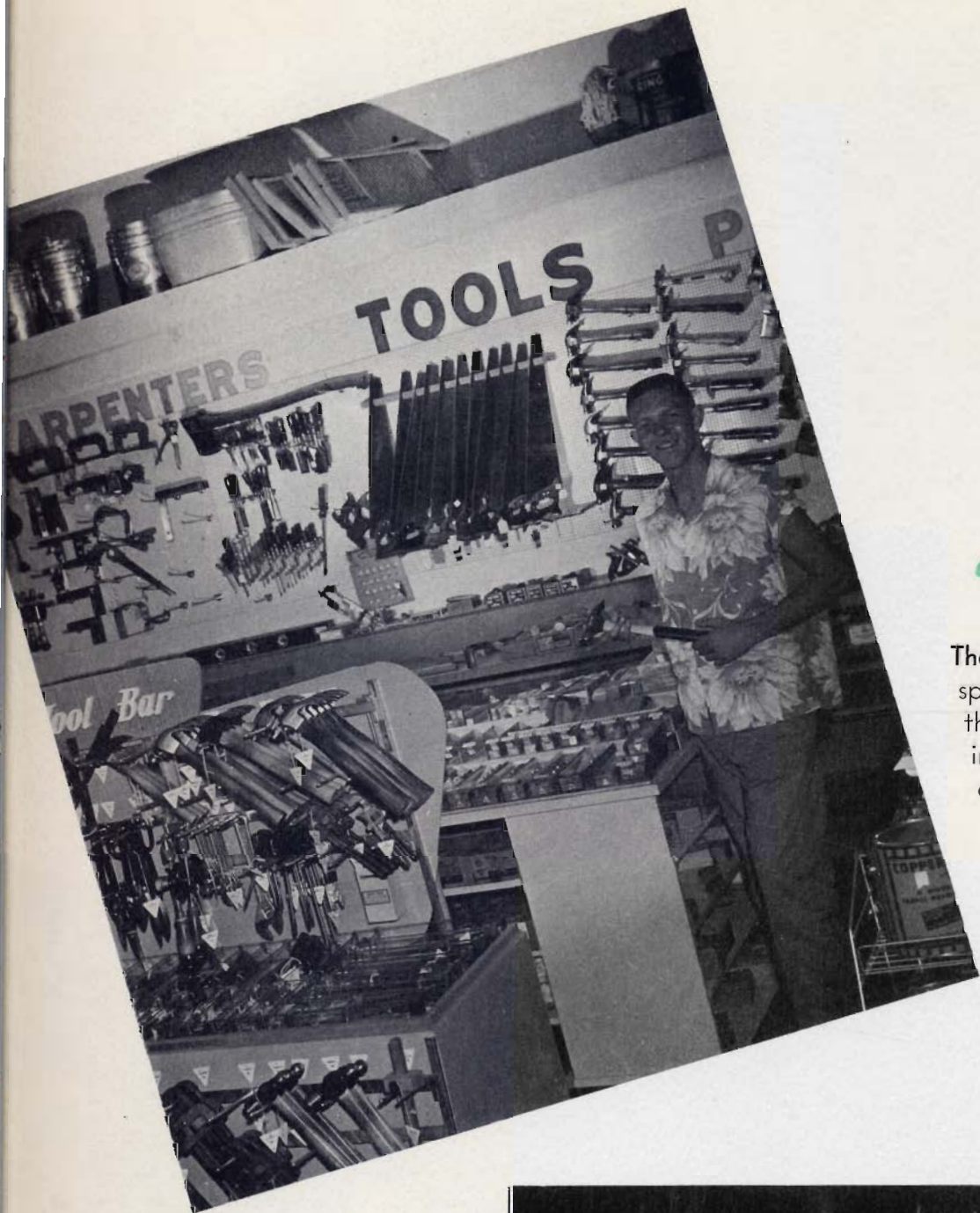


The College Book Store is the convenient on-campus spot for anything from a toothbrush to a badminton racquet. Of course they sell books, too, as well as a complete line of school supplies.

Art

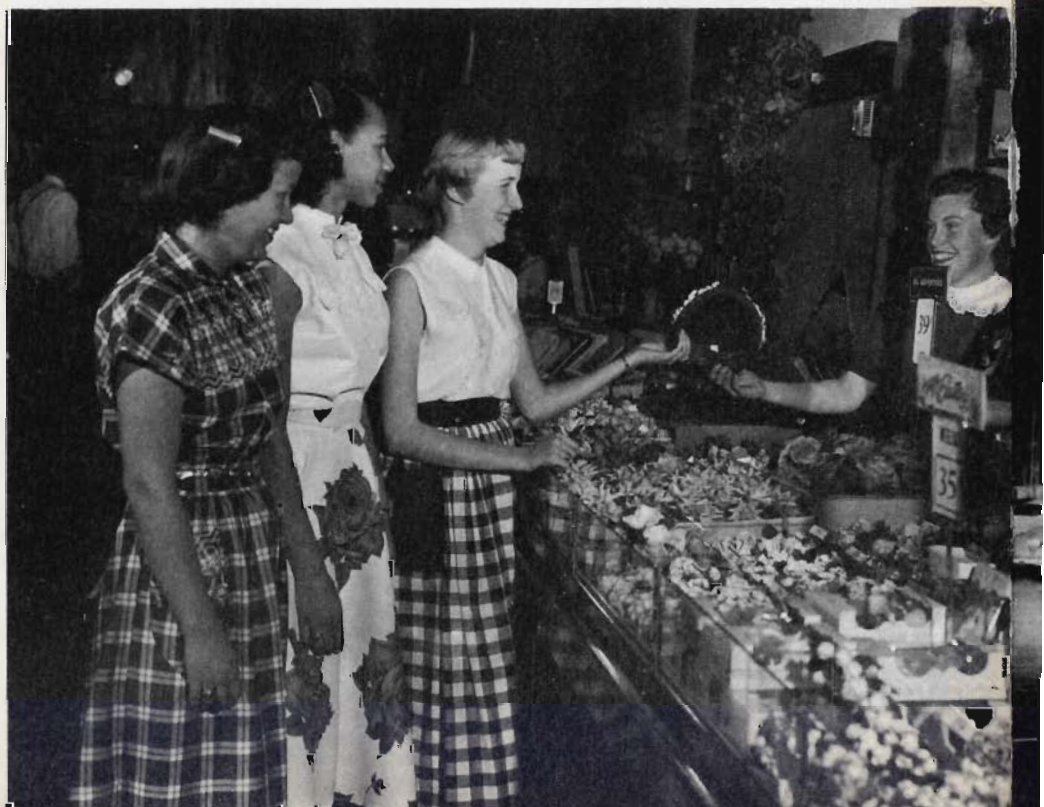


Art Erickson admires the attractive and well-built Spalding tennis shoes that are so popular with the collegiates. A complete line of Spaldings as well as other sporting goods may be found at Ward Tyler's Sport Shop.



Allen Guise

The Valley Lumber Company specializes in "everything for the builder." Allen Guise is inspecting their wide line of carpentry tools.



Sales clerk Donna Gooch smilingly helps her customers choose their favorites from the vast array of flowers at **S. H. Kress and Company**. Almost anything from chocolate kisses to feathers may be found at Kress.

Gordon Shmirir is deciding to buy a new Hoffman from Johnny Calvin's large selection. **Johnny Calvin's Music Store** is a Stockton headquarters for records, radios television, sheet music, and instruments.



Newby's Drive-In, so popular with the college crowd, is especially famous for its excellent food and fast and courteous service.

The finest in floral decorations for home use or other occasions are always fresh and beautiful at the **OK Flower Shoppe**.



Don Wheeler of Pacific Avenue, the maker of "shadowart" portraits, is constantly improving in new techniques and new developments for your greater photographic appreciation.



Bob Bitts knows that the barbers at **Bob's Barber Shop** will cut and trim his hair just the way he wants it. Their friendly service makes hair-cutting a pleasure.



Pat Murphy is admiring one of the fine rifles at **Blaney and Speckens**. He knows, as do the many satisfied customers, that Blaney and Speckens has only the finest quality products.

Charron Johnson, Mary Ann Phillips, and Louetta Salsa admire the beautiful flowers and plants at **Swift's Floral Shop**, where flowers for every occasion may be had. The friendly service at Swift's is unsurpassed.



Good music is a lasting pleasure. At **Breuner's** new Music Store, Janice Carter helps Pat Murphy and Gary Hammet decide on a new Billy Eckstein album.