

advertising



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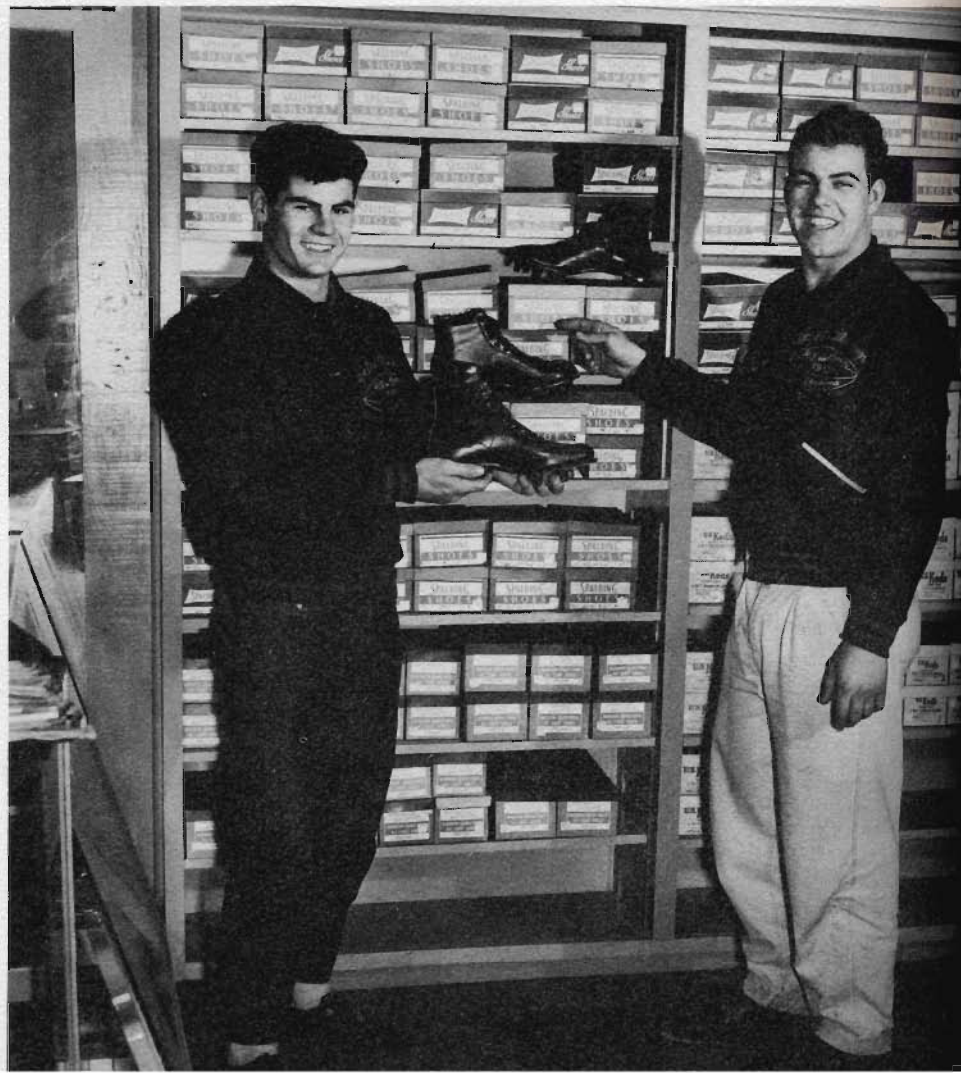


Peggy Irene Sports Wear Shop

Peggy Irene Sports Wear Shop in David Levinson's offers the finest in sports wear. Marge Herchkorn is shown in a jaunty playsuit, while Marlene Simpson models her choice in swim wear, a white one-piece terry cloth suit and jacket.

Ward Tyler Sport Shop

Bob Zanetti and Bob Escobar examine the latest thing in casual footwear for the Fall. This type of shoe, though not particularly popular on the dance floor, is only an example of the equipment for every occasion to be found in the **Ward Tyler Sport Shop**. No matter what the need in the sports equipment field, from arrows to rifles, you can be assured that Ward Tyler has it.



• YOST • BROS. •

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Yost Brothers

Three of the many modes of dress for smart young men are seen on John Yost, Peter Fellows, and Gary Grenfell. "For your dollar," these popular SC students are proud to say, "you get more at Yost's."

Peter Fellows

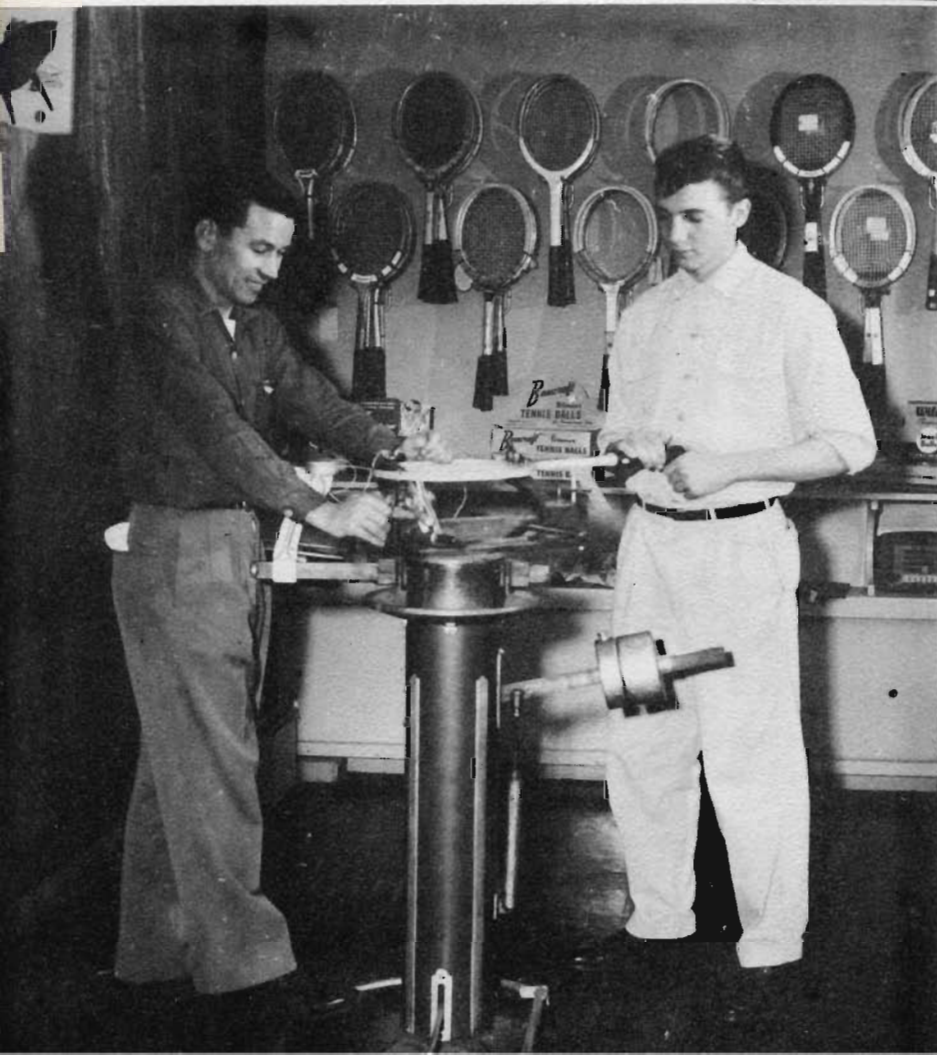


Norma Lane

Edith Jacobson and Rochelle Cohen needn't ponder long over their choice of a new outfit for Spring. The many smart styles and gay designs make shopping a pleasure at **Norma Lane** on the Avenue.

Dunlap's Stockton Dry Goods

JoAnn Witherow, whom we all remember as the chairman of the 1953 Fun Fest, gets ready to have fun in her sporty cotton check, while Nadine Lagorio poses prettily wearing a dressy cotton trimmed in pique, in the campus shop of **Dunlap's Stockton Dry Goods**.



Turner Hardware Co.

Spring always comes before summer, and having spring in a Tennis racquet has to come before there's any fun to be had in playing the game this summer as Len Gardner knows. Here he watches as one of the **Turner Hardware** salesmen restrings his court weapon. For the best deal, join the gang of "racqueteers" who string along with Turner's.



Donovan's Smart Shop

These two mannequins, real dolls in their formal outfits, are pictured exactly as the El Recuerdo caught them early this spring in the window of **Donovan's Smart Shop** at 30 South San Joaquin Street. You won't see this display the next time you drop past Donovan's, because styles, like women, are always changing, but if you want to keep up with the change, be smart and shop at **Donovan's Smart Shop**.



Nehi Bottling Co.

Jim Chandler and Pete Mason take five minutes out to relax with two bottles of Royal Crown Cola and agree that the drink suits them to a "T". Just another one of the refreshing **Nehi Beverages** that pack a lot of enjoyment at a party.



Martin's Jewelers

Gretchen Klehn tries on one of the bands from Mr. Martin's fine selection of rings while Vic Gianunzio looks on approvingly. No matter what the need, you know that it can be met from the fine selection of **Martin's Jewelers**. But especially at the time when wedding bells are ringing, here is the place to find a ring with appeal.



Threlfall's

"Clothes make the man," as the saying goes, and to carry it a step farther, the right clothes will make a male into a man and a man into a king. Here Neil Kaiser rules the picture with just the right casual college cut from **Threlfall's**.



Smith & Lang

Nadelyn and Georgia Dremalas are seen in one of the many inter-changeable cottons found in the Sport Shop at **Smith & Lang**. For the latest in summer wear, as well as in all types of women's clothes, Smith & Lang is the place to shop.



Silva Fox Apparel

Esther Frasc is seen in a "Minx Modes Original," which is found exclusively at **Silva Fox Apparel**, along with nationally advertised apparel. Esther is also shown admiring her choice in the exclusive selection of coats to be found at Silva Fox Apparel.



Bravo & McKeegan

Bravo & McKeegan, the shop for men, carries the finest in men's attire. Here Tom McKeegan is admiring one of the sport jacket and slack outfits to be found at **Bravo & McKeegan** on Main Street.

Katten and Marengo's Town and Country and Uptown Stores

Marlene Bacon is seen at her prettiest in one of the many cotton frocks at **Katten and Marengo's Town and Country Store**.





Freitas Music Company

For music that will mean good music in any company, the place to pick up the flying discs is the **Freitas Music Company** at the corner of San Joaquin and Market. Whether it's the newest of the new or the oldest of the oldies, the door to enter to the world of music is still the door of Freitas.

M. Corren & Sons

Marilyn Moran and Doralee Corren have their interest drawn toward the Zenith Television set shown here. For more details about the best television has to offer, drop into the **M. Corren & Sons** appliance center at 120 South San Joaquin or the M. Corren & Sons Furniture store next door at 136 South San Joaquin.



Logan's Camera Shop

"Governor" Jay Powell, the college politician, who doubles as a salesman for **Logan's Camera Shop**, explains to Yearbook Photographer Bob Eustis, an expert on complicated equipment, the latest mysteries of the box Brownie. If you can picture service in a flash, you'll have an idea of the trained personnel that will help you develop your own photographic ideas at Logan's.



Happyholme Dairy Products

This little Guernsey is posed here to ask the students of Stockton College, "I drink my mommie's milk, do you?" Fed upon Happyholme milk, how can this calf go wrong? You will not go wrong either with any of the many products delivered to your grocer fresh every day by Manager Dean DeCarli's staff of the **Happyholme Guernsey Farm** at El Dorado and Rose Streets.



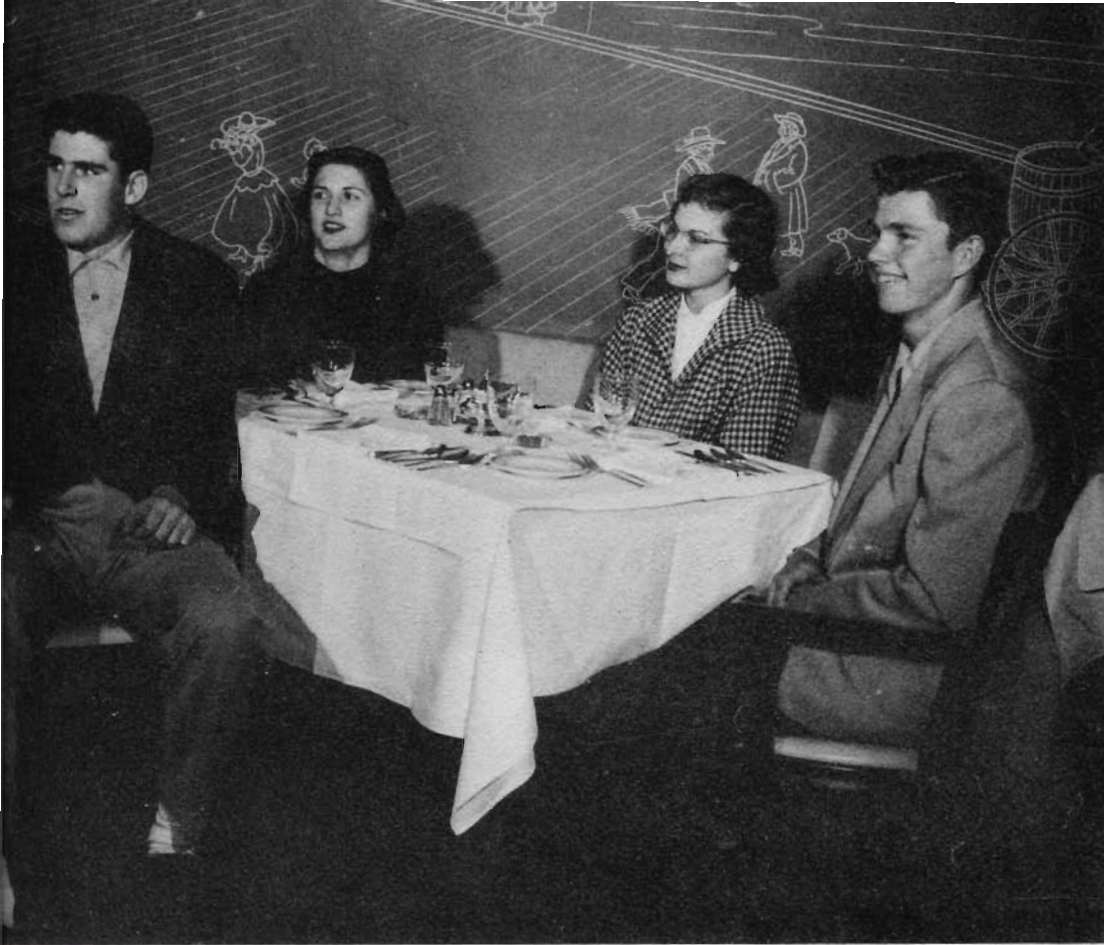
Peck's Jewelry Co.

Salesman Mr. Peck shows Rosemary LeRew and Sharon Abbott the "Pick of Peck's" in the field of women's watches. For your needs in jewelry, the place to shop is 8 South Sutter Street. You'll never be behind the times if you watch **Peck's**.

Wickshire House

For the finest of colonial furniture, it's the **Wickshire House** on Weber Avenue. Here Beverly Andres and Alice Herzog enjoy the comfort which this type of home furnishings bring.





**Delta Room,
Hotel Stockton**

Wesley Silvani, Shirley Nathan, Phyllis Borderud and Wayne Walters have found that there's something "special" about the dinners served in the Delta Room of **Hotel Stockton**.

Knobby Sport Shop

Nancy Borba and Nancy Fulton share more than their first name---they've found they agree on the smart styles and reasonable prices found in the rustic **Knobby Shop** on the Avenue.



Eck's Jewelers

Mr. Eck offers his friendly assistance to Peggy Dewar in her selection of the fine rings which may be found at Eck's Jewelers.



The Sterling

The Sterling offers a wonderful selection of clothes for the school girl as well as adults. Here Libby Rhoads is wearing a smart sweater and skirt outfit, while Gladys Maddocks is shown in an attractive jersey dress, one of the many date dresses to be found at The Sterling.



Webb's Bakery

Janet Lobenberg is shown making her selection from some of the finest delicious pastries made at Webb's Bakery. Your choice of the best in baked goods can always be found at **Webb's**, 3236 Pacific Avenue.



Brown's Costume Shop

Whether the occasion calls for strictly formal or humorous dress, you can always find just the clothes you need at **Brown's Costume Shop**, 40 S. American.



Grogan's Jewelers

Bob Berry and Barbara Cruickshank are found admiring the beautiful window display of fine jewelry to be found at **Grogan's Jewelers**, 524 East Main St.



Celayeta's

The well dressed man gets his clothes at Celayeta's, where they have a complete line of sport and dress clothes. For a wide selection go to **Celayeta's**, conveniently located at 220 East Main.

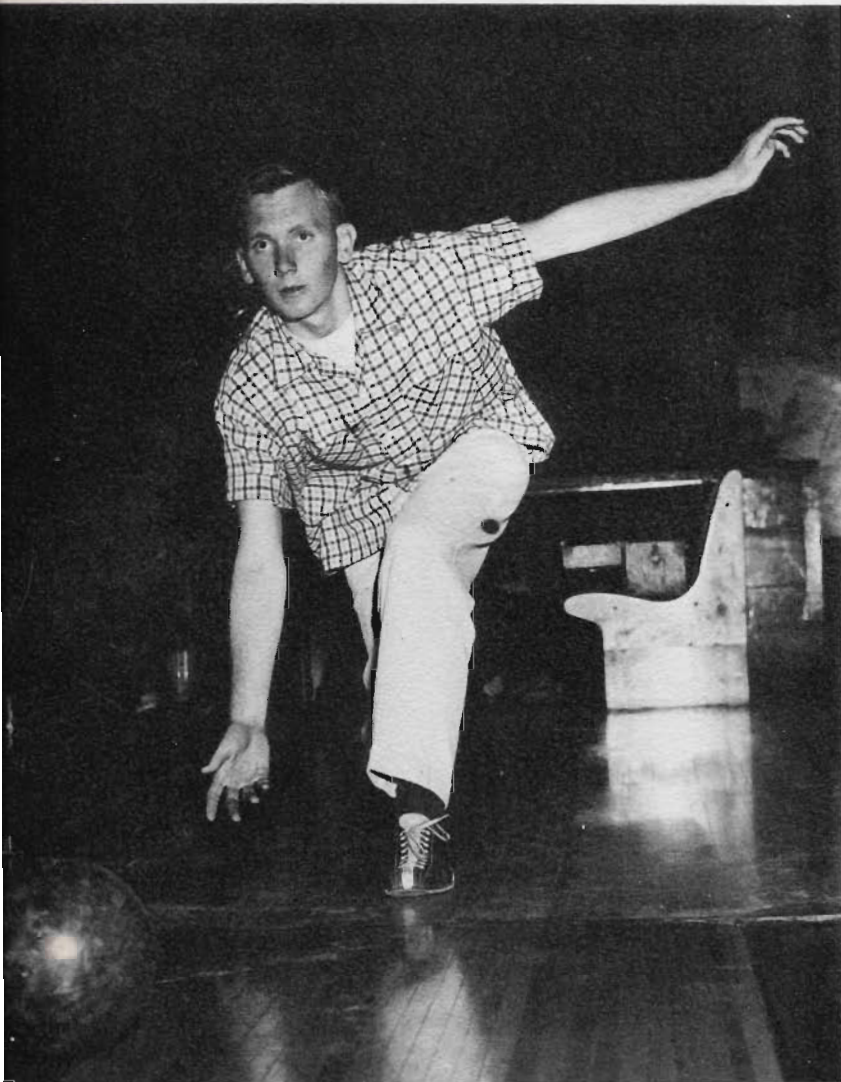


Royce's

For smart casual clothes, the wise girl goes to **Royce's**, 526 E. Main. Here Jeannine Williams and Pat Brown try on some new spring styles in lovely striped denim which was so popular this year.

Reiman's Camera Shop

For outstanding photographic processing and printing, as well as the very best and latest in cameras and equipment, Recuerdo photographer Frank Romano says it has to be **Reiman's Camera Shop**.



El Dorado Bowl

Aim for a strike or aim for that spare--- you'll always find most of the gang headed for the **El Dorado Bowl** for fun and relaxation.



College Bookstore

"On campus for you" is the byword of the **College Bookstore**, and their complete line of books, stationery and student supplies is priced just right to fit your college needs.



Campus Lane

Sandra Deem has selected a smartly styled afternoon dress from among the many pert cottons to be found at **Campus Lane** on the Avenue. See you there for the latest in fashions for the college set.