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 5/7/91

LIKE THE COLLEGE ITSELF the advertising section at last  
 came into its own. For years advertising in yearbooks was just  
 another way of giving financial support to a school publication.  
 But with students buying more and more on their own, year-  
 book advertising with its long-lasting value became an attractive  
 bargain for business men.

# Advertising





## Mills Press

Cham Mills and his daughter Darlene, of Mills Press, 625 E. Market, look over some of the proofs of this year's El Recuerdo. This marks the seventh successive year Mills Press has printed the yearbook.

## Quinn's

Julie Wager asks for the photographer's approval of one of the many fine books available here at Quinn's, 330 E. Weber. They also sell office supplies and equipment as well as engineering and art materials.



## Knobby Shop

Miss Joanne Rothenbush models an Ivy League ensemble at the Knobby, 2019 Pacific Avenue. The store offers the latest in the popular Ivy League fashions as well as more dressy cottons.



**Yoshikawa Studio** HO 3-7941

36 N. El Dorado

THE PICTURE STORY OF YOUR WEDDING



## The End Zone

After a strenuous tournament, debaters John TeSelle, Pat Kizer, Faye Seibel, Bonnie Culhane, Dave Melander, Dixie Surry, Bob Best, and advisor Milo Price enjoyed a few moments of relaxation in the End Zone. Located on the COP campus, the End Zone is the choice of students and faculty alike for good food.

## Reiman's Camera Store

Duncan McPherson, Stockton College student, examines a Rolliflex camera, one of many fine cameras in Reiman's, 528 E. Main. The store carries everything for your photographic needs.



## Gaia-Delucchi

Smart girls! Misses Penny Pahl and Julie Ellis know the value of shopping where prices are low and service is friendly. Gai-Delucchi's, at American and Channel Streets, was their choice.

# DAVID *Levinson.*

Miss Rosalyn Scott models one of many beautiful dresses which David Levinson's always has in stock. Miss Merlene Nowell shows the store's wide choice of summer clothes. Levinson's is situated on Main Street opposite the Court House.



## El Dorado Bowl

Phil Swimley smiles at Miss Marilyn Stanley who requested his advice on how to bowl. El Dorado Bowl, conveniently located at 725 N. El Dorado, caters to students. The bowl has set special bowling rates for senior gym classes. Their air-conditioned restaurant provides excellent food after a tiring game.



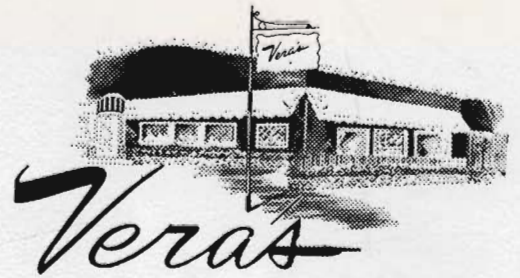
## Charles E. Pike Furniture Co.

Charles Pike Jr., of Charles E. Pike Furniture Company, 118 N. California, relaxes after a busy day in one of his many room group arrangements. On the table is one of his featured portable television sets.



## Burnham Bros.

Stockton College students, the Misses Janet McGinley and Katherine Evans, enjoyed one of Burnham Brothers' luxurious sofas in the restful atmosphere of a period setting. Located at 417 E. Weber, Burnham Brothers features every type of furniture for the home.



Miss Ann Davidson had that look of modern sophistication about her while modeling a stylish summer blouse and a pair of ivy-league bermudas at Vera's, 2302 Pacific Avenue. The shop's youthful atmosphere and courteous service beckons many SC students.



## Federico's

Federico's, the valley's leading and most modern Beauty College, employing the Comer and Doran method, "the world's leading method," assures you the very finest training available anywhere. 1956 SC graduates, Miss Deanna Nordeen and Lorene Pyeat, are shown in the picture at Federico's Stockton Beauty College, 26 S. Sutter Street. Call HO 3-5528 for further information.



## Thornton Motor Co.

Frank Obien grins from behind the steering wheel of a Volkswagen, America's most popular foreign car. Thornton Motor Co. offers the best in sales and service for this modern economy car.



## Kendall's

Carolyn Brizendine admires a vase from a complete selection of gifts at Kendall's, 430 East Weber. The store also carries office equipment and desk supplies.



## SMITH & LANG

While Ronnie Rosselli keeps his eye on the photographer, Genevieve Lawton smiles approval of her new outfit purchased at Smith & Lang. Located on Main at San Joaquin, Smith & Lang offers the finest in quality.

## Ward Tyler's SPORT SHOP *"Everything For Every Sport"*

Ward Tyler's Sport Shops, located at 145 E. Weber and 137 Lincoln Center, guarantee the finest in all sports equipment. Ward Tyler Jr. took athletes Larry Lacey (right) and Leroy Mettler (left) behind the counter for a close-up of his wide selection of tennis rackets.







## Nehi

America's party drink and SC's favorite . . . Par-T-Pak beverages, distributed in Stockton by NEHI, are always in demand by SC students. Big bottles and small bottles are received with equal pleasure.

## Bravo & McKeegan



Wareham Seaman admired shoes selected from Bravo & McKeegan's wide variety of styles. Located at 313 East Main, the store offers a fine selection of men's and boys' wear. Salesman Bob Ross and Eddie Lucchessi smilingly testified to their quality.



## Dunlap's

STOCKTON DRY GOODS

Margie Cabell and Louise Glasscock modeled two party dresses at Dunlap's, Main and Hunter. These fashion-wise girls know that this store offers a complete selection from which they can choose a fine wardrobe.

## Knox Seed Company

Knox Seed Company, 10 W. Harding Way, has everything for your gardening needs. Mr. John Knox Junior pointed out a few of his ornaments for decorating a garden or patio. Knox also has a large pet department with parakeets, canaries, tropical fish and dog supplies always available.



## Rageth Music Store

Dick Robbins, a member of the SC-COP band, shown here with his trombone, agreed with all the other selective musicians that the Rageth Music Store is the best place to buy fine instruments. Music lessons also are given by friendly teachers at Rageth's, 30 W. Harding Way.

## Pacific Telephone Company

Mrs. Doris Smith, Business Office Supervisor for Pacific Telephone, talks with Leota Batton about a Service Representative position, while Sandra Rodgers and Tanzy Gammon, both SC graduates and now Service Representatives with Pacific Telephone, look on.

For a career in the business world, a Service Representative position with Pacific Telephone is hard to beat. For information concerning it, inquire at your Telephone Company Business Office.





## College Book Store

Student Council members Bob Richards and Bill Hobin knew the value of the College Book Store. With all school supplies and books on hand, the CBS is located conveniently across from the Stockton College Library Building, at 903 Stadium Drive, College of the Pacific campus.

## M. Corren & Sons *"The Friendly Furniture Store"*

Dennis Ahearn immediately picked out the best looking television set, a Zenith, in M. Corren & Sons furniture and appliance store, 136 S. San Joaquin.

For your graduation why not ask for a M. Corren & Sons portable radio or T.V. set?



## Campus Lane

In Stockton's home of Lanz originals, Campus Lane, 3232 Pacific Avenue, Misses Barbara Heston and Eleanor Geer model two of the shop's lovely summer outfits. Jewelry for every occasion may be found there also.

## John Fall's



S.C. Mustangs, Lauren Pettis and Allen Mozznett, display their new outfits in Pacific Avenue's men's clothiers, John Fall's. The pleasant staff and atmosphere make John Fall's, Pacific Avenue, the students' first choice for buying their summer attire.



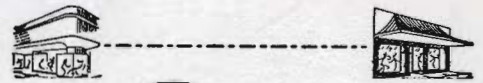
## Hoosier Inn

Miss George Ann Duchardt told Miss Edie Beam the history of the many antiques in the quaint waiting room of Ye Olde Hoosier Inn, 1537 N. Wilson Way. The Inn has a relaxed atmosphere and student-size prices. The Hoosier is just the place to take your date for fine food and relaxation before a dance.

## Cam's Drive-In

Cam's, 1236 N. El Dorado, is Stockton's finest self-service drive-in. Cam's, the emporium of the fabulous 19¢ hamburger, has an ample and convenient parking area. It is the students' choice for lunch and those in-between-meal snacks.





## the Brown House

With summer vacation here, The Brown House is the place to go for your swimming apparel. Miss Gail Hartmann and Miss Carol Kuhl pose at the College of the Pacific pool in two of the store's many streamlined swimsuits.



## Salvatore's

Driving a sports car around town all day was a joy for Miss Diane Gotelli until she discovered her windblown hair was unmanageable at date time. Parking at the entrance to Salvatore's Haven of Beauty, 1740 Pacific Avenue, was the answer to her problems. In less than an hour Miss Gotelli was back in her car headed for home with an attractive new hair-do.



## The Flower Shedd

From the happy grin on Howard Bazzarre's face, it's a sure thing that Bob Shedd, the friendly flower salesman, gave him some expert advice on corsages. You can bet that Howard's date was thrilled with whatever selection he made. After all, they were from The Flower Shedd, 1443 N. El Dōrado.



## Happyholme Dairy

Realizing the value of eating a good breakfast and drinking lots of milk, Miss Maryjean Izard, a picture of health herself, stepped out the back door to pick up a fresh "twin-pack" of Happyholme milk. Happyholme delivers dairy products to your home daily. Dial HO 6-6709 for prompt service.

## Bashor's

Miss Annette Player is seated at an attractive writing desk, ideal for those evenings of hard study. Maple furniture is featured at Bashor's, 4419 Pacific Avenue, along with Sealy and Beautyrest Mattresses, and Simmons Hide-a-Beds.



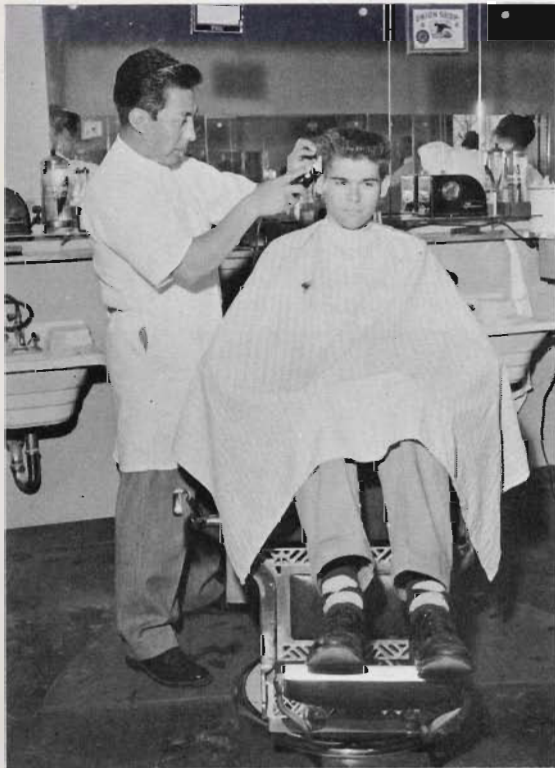
## Dick's Drive-In

A place of relaxation for tired, hungry students is Dick's Drive-In, 1301 E. Harding Way. Without having to budge from your car, a waitress will take orders and serve hot food immediately. Meet your friends at Dick's!



**Henry's**  
Rolling Pin Cafe  
and  
**The Miracle**  
Drive-In

For those social gatherings after the date you'll find everyone goes to the Miracle Drive-In or Henry's Rolling Pin Cafe. The Miracle is noted for its scrumptious Chicken-on-a-Stick and is located at 2520 Pacific Avenue. Henry's specialty is do-nuts, served warm from the kitchen, corner of Castle and Pacific.



**Campus Barber Shop**

Yearbook head photographer Bob Gagnon is another SC student who knows that the Campus Barber Shop on the COP campus is the handiest place to get his hair cut.



**Turgeon's Dance Studio**

Instructing two people at once is the favorite pastime of Bob Turgeon; and who can blame him when they are as lovely as Misses Joyce Dorcey and SueDee Downing? However, he also gives confidential lessons, lessons for private couples, group classes and exhibition lessons to those who want the very best --- inexpensively. For Turgeon's Dance Studio, phone HO 5-1225 or go to 220 W. Harding Way for further information.

Homecoming Queen Miss Cynthia Surber modeled a Teena Paige creation, while Miss Jane Caldwell posed in a Jonathan Logan designed dress. These summer outfits are exclusive at Katten & Marengo, 500 East Main.



Sponsors of the K-M Fashion Debs



Pierce Morris taught his cheerleading partner, Miss Sandy Reed, a thing or two about his favorite sport, golf. The setting? Turner Hardware Company, of course. Located on the corner of American and Weber Streets, the store has everything for your sporting needs, plus all hardware supplies. Ample parking is provided at the back of the store.



## Charles Haas and Sons

Attractive Stockton College student, Miss Diane Spangler, looked very pleased at the selection of tea cups offered by Charles Haas, of Charles Haas and Sons, 425 E. Main. Mr. Haas was explaining to Diane how nice it would look on a dinner table with china and silver such as the ones displayed around them.

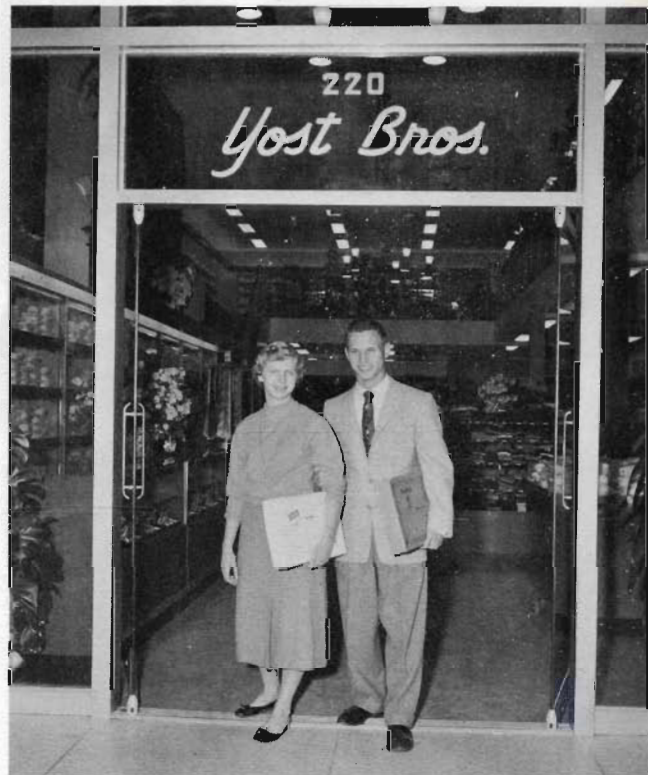






## Delta Room

Misses Judy Goleman and Jane Semple gave their order to the head waitress at the Delta Room in the Hotel Stockton, Weber and El Dorado. For courteous and prompt service the girls agree that the Delta Room was the place to go for the finest food in Stockton.



In Yost Bros. new downtown store Ron Kibby, Managing Editor of The Collegian, and Sherry Sharpe paused at the entrance to have their picture taken with their purchases. Yost Bros. boasts the addition of a woman's department, The Lazette Shop, located upstairs in their beautifully designed new building, 220 E. Main.

THE *Sterling*  
Main and Hunter Stockton, Calif.

Misses Anne Ulleburg and Marsha Adams show off their becoming sweater and skirt outfits. The Sterling has the clothes for all style-conscious girls. The Sterling is located on the corner of Main and Hunter Streets.



**The Stockton Marine Reserve** led the way in local reserve unit activities as they demonstrated a combined helicopter - landing assault on a fortified position. For information concerning Marine programs see your local recruiter or call the USMC Reserve Unit located at the U. S. Naval Annex.



## Eichelberger-Hobin

Stockton College student Bill Hobin, right, traded places with his father, of Eichelberger-Hobin Company, 125 N. San Joaquin, just long enough to sell his friend Don McDonald an automobile insurance policy.



## Swift's Floral

If you're a little tongue-tied and feel, like most of us, that maybe you didn't say exactly the right thing, then try it again . . . and SAY IT WITH FLOWERS. Swift's flowers have a message for every occasion agreed Miss Pat Monarch and Ray Narbaitz.

## Stockton Typewriter Company

When the story's hot and the keys are hotter, a smart editor knows that he can count on a Royal Typewriter to get that feature out, crisply, cleanly, and in a Royal fashion. The Stockton Typewriter Company, 249 E. Miner, is the exclusive distributor of Royal in Stockton, the typewriter preferred by the sportsman.

