

America's Newest College Bookstore designed by Henry Berry

Henry Berry, noted interior decorator has designed the New Keeler's with one purpose in mind—functional beauty. This is the eleventh college bookstore Mr. Berry has designed this year. Recently, he designed the interior of the college bookstore at West Virginia University.

Visit our new store. Observe the interior. See for yourself how well Mr. Berry has succeeded in creating a beautiful, functional college bookstore.

KEELER'S OPENS NEW STORE

FABULOUS DOOR PRIZES ARE OFFERED

Grand Prize

SMITH CORONA

Silent Super
Portable

TYPEWRITER

Retail Price \$141.00

-- OTHER PRIZES --

- *K&E Slide Rule, Value \$26.00
- *Lady Sheaffer Fountain Pen, \$15.00
- *Dietzgen Drawing Instrument Set
- *Micromatic Slide Rule
- *Plus other valuable door prizes

*Just drop in anytime this week.
Sign your name . . . that's all.*

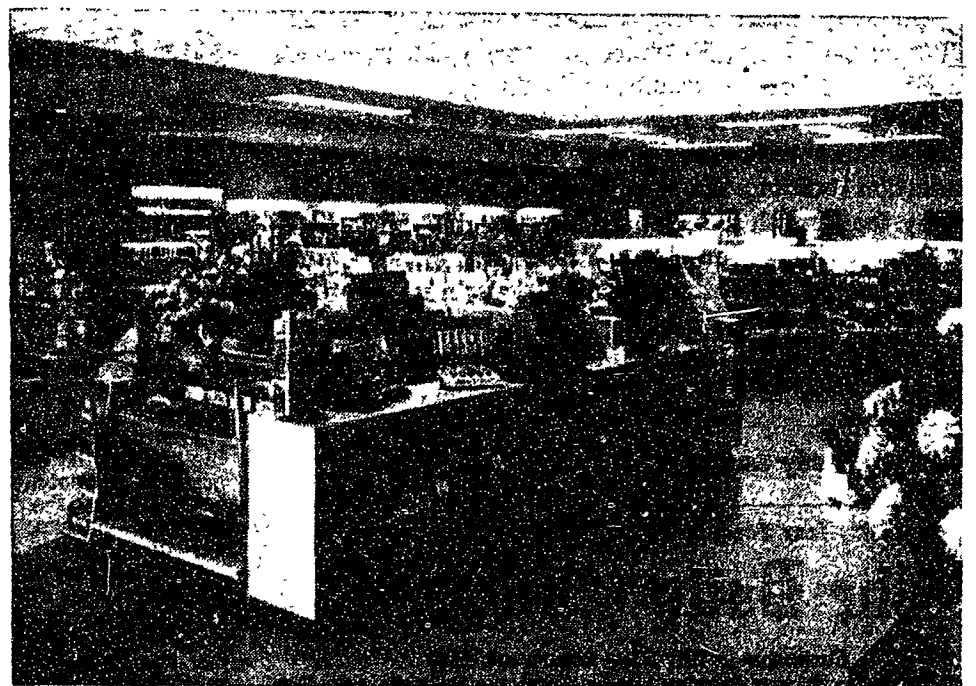
Winners will be announced in next
Tuesday's Collegian

A Tomorrowland of Self-service Now Open

Now offering self-service on 75% of all merchandise, the New Keelers offers the ultimate in convenience. Now you can shop for all your books and school supplies under one roof because Keelers has expanded its stock to better serve your needs. Now you can find what you need with little delay at the New Keelers, the University bookstore.

Two Floors -- One Complete Floor of Textbooks

Two floors functionally planned to make your book and school supply shopping an ease, the New Keelers is now ready to provide service Penn State students deserve—self-service in beautiful surroundings.



The New KEELER'S . . . The University Bookstore

206 East College Avenue . . . opposite the East Campus Gate

Serving Penn State Students Since 1926