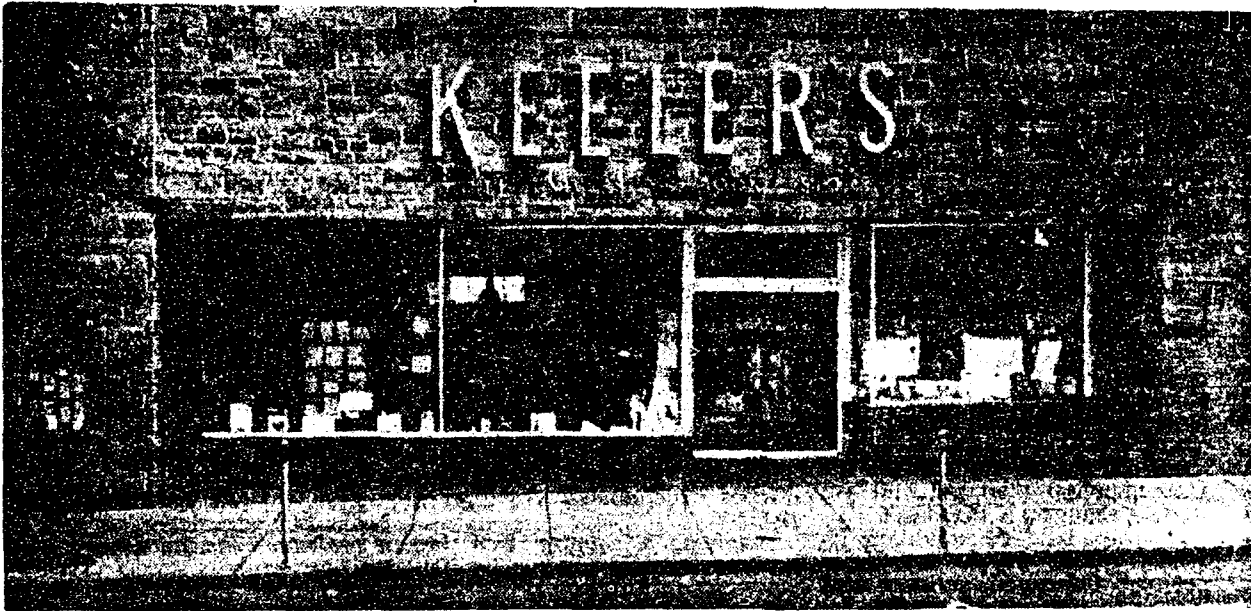
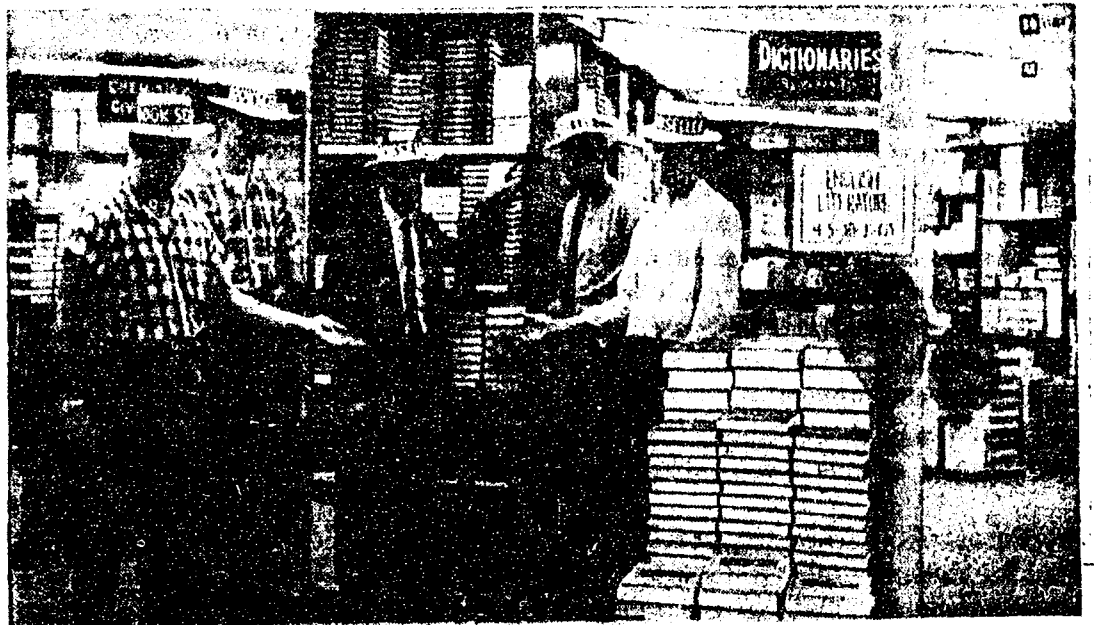


# HELLO! This is Keeler's Self Service



... and at KEELER'S, self service means easy shopping. You will find our stocks of new and used textbooks are complete and it's easy to find these books. They are located downstairs and are in alphabetical order, according to curricula. In case you have trouble, there's an information booth in the rear of the department.

**SPECIAL STORE HOURS**  
 Tonight  
 thru  
 Friday  
 8:00 A. M. 'til 9:00 P. M.



## STUDENT NEEDS

- Health and Beauty Aids
- Masonite Attractive Clipboard
- Washable Plastic Brief Cases
- Electric and Wind Alarm Clocks
- Wide Selections of Lamp Shades
- Laundry Bags and Boxes
- Swiss Imported Prints
- Bulletin Boards
- Extension Cords
- Picture Hooks
- Aero-Relief Maps

In Keeler's self-service book department, downstairs, you can select all of your required and optional textbook for the fall semester. Self-service means easy book selection, because Keeler's "super market" type book department eliminates the "mad book rush."

On Keeler's first floor it's easy to find all your school supply needs, including slide rules by Post, K&E, and Deitzgen; art and drawing supplies, Barnes and Noble college outlines, and Smith-Corona or Olivetti portable typewriters.

## PENN STATE HEADQUARTERS FOR GIFTS and SOUVENIRS

**PENN STATE DECALS** Designed for windows, luggage, scrapbooks and many other uses.

**PENN STATE PADDLES** An excellent souvenir item. Decorate to suit yourself and your tastes.

**PENN STATE MUGS** A variety of sizes and shapes which can be individualized with P.S.U. seal and your own name.

**PENN STATE ASH TRAYS** Ceramic finished trays with the University seal.

**"PETE" The Penn State Pup**—A loveable little hound who barks on command.

**PENN STATE PLAYING CARDS** Single or double decks with plasticized finish and seal.

**PENN STATE VIEWS** A collection of photographs of all the campus highlights.

**ALBERT THE AUTOGRAPHED HOUND** Newest of our collection this little dog has a shiny coat which can be autographed by all your friends.

**PENN STATE STATIONARY** The most complete line of Penn State Stationary features personalized stationary.

**OFFICIAL P. S. U. HATS & CANES** Either the straw or cloth style will make someone happy and proud.

**PENN STATE NOTEBOOKS** Three ring leather notebooks with seal.

Portable Reading Lamps, Student Desk Lamps, Pens, Pencils, Stuffed Dolls, and Hundreds of Other Items.

# KEELER'S ... the University Book Store

Directly opposite the East Campus Gate

Keeler's has EVERYTHING for the University Student