We welcome you to browse through these modern departments, all of which feature convenient self-selection and complete up-to-the-minute inventories.

THE BOOK CELLAR:

Central Penna's largest & most complete display of paperbound books arranged by subject for your convenience.

TEXT and TECHNICAL BOOKS

The correct books for every course in both new and used copies. Also our technical reference library is always well stocked.

• ENGINEERING SUPPLIES

Featuring such famous lines as K&E, Dietzgen Post, Grammercy and others. Qualified salesclerks assure your purchase of the exact tool for the job.

ARTIST MATERIALS

Papers & paints to suit every demand or desire. We offer one of the largest assortments in the East.

TRADE BOOKS

All of the great classics as well as the works of contempory writers . . . from cookbooks to fiction are here for your reading pleasure & edification.

OSCHOOL SUPPLIES

The staples of the well-prepared student . . . notebooks, fillers, lamps, clocks, laundry bags, etc. Every college need at the lowest prices anywhere.

PENS and **PENCILS**

Parker. Sheaffer, Cross, and Eversharp to name only a few. Choose from a wide variety of points and styles.

CHILDREN'S BOOKS

Tot to teen . . . and in between. We carry the largest and best stock of the best known authors and illustrators.

• GIFTS and SOUVENIRS

Penn State decals, stuffed animals sweatshirts, pennants, ash trays, mugs, & desk accessories for yourself or for that "someone special".

GREETING CARDS

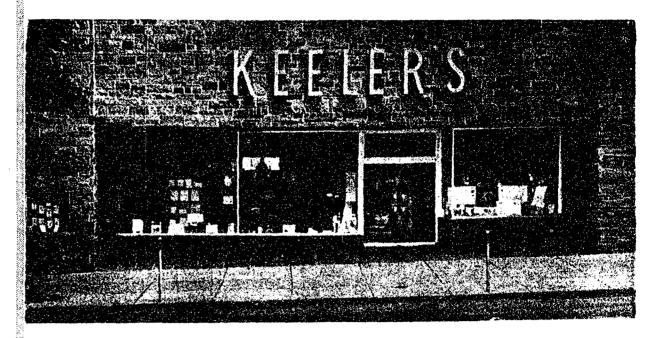
Whether you want the contemporary "nood-nik" by Oz, or the traditional greeting by Gibson, you're certain to find exactly the "right" card for the occasion.

SOCIAL STATIONERY

The proper stationery by Eaton, Montag or Crane. We also feature complete lines of engraved wedding & engagement.

We Bid You Welcome to Penn State - And to

KEELER'S... The University Book Store, Inc.



"The very best place to begin your college career"

Keeler's has been first for personalized self-selection since 1926. We offer the widest selection, the highest quality, at the lowest possible prices. Our policy has always been one of courteous service combined with complete representation.

A good lesson to learn early in your college days is to develop the Keeler shopping habit. Here you'll find self-selection of all your textbooks and college supplies, with courteous sales clerks to help you.

We offer a full-service school headquarters with the correct books for all courses. Free check cashing, speedy checkout service, comfortable air conditioning and sofe Hi-Fi music are only a few of the "extras" you'll enjoy in the modern student store.

We of Keeler's take this opportunity to welcome you, the incoming students, and to wish you the very best in your college career. We cordially invite you to stop in to shop or just browse around. We're anxious to meet you and help start you on your way.

Special store hours are in effect to enable you to shop early and avoid the "Textbook Rush". We will be open daily from 8:45 A.M. to 9 P.M., September 18 - 22nd, inclusive, and from 8:45 to 5:30 on Saturday. We urge you to obtain your school supplies and required texts during orientation week.

We are paying highest prices for used textbooks all during this week.

Only texts to be used on this campus will be purchased. Come in early!

KEELER'S The University Book Store, Inc.

206 East College Avenue

Call AD 7-2112

Opposite East Campus Gate