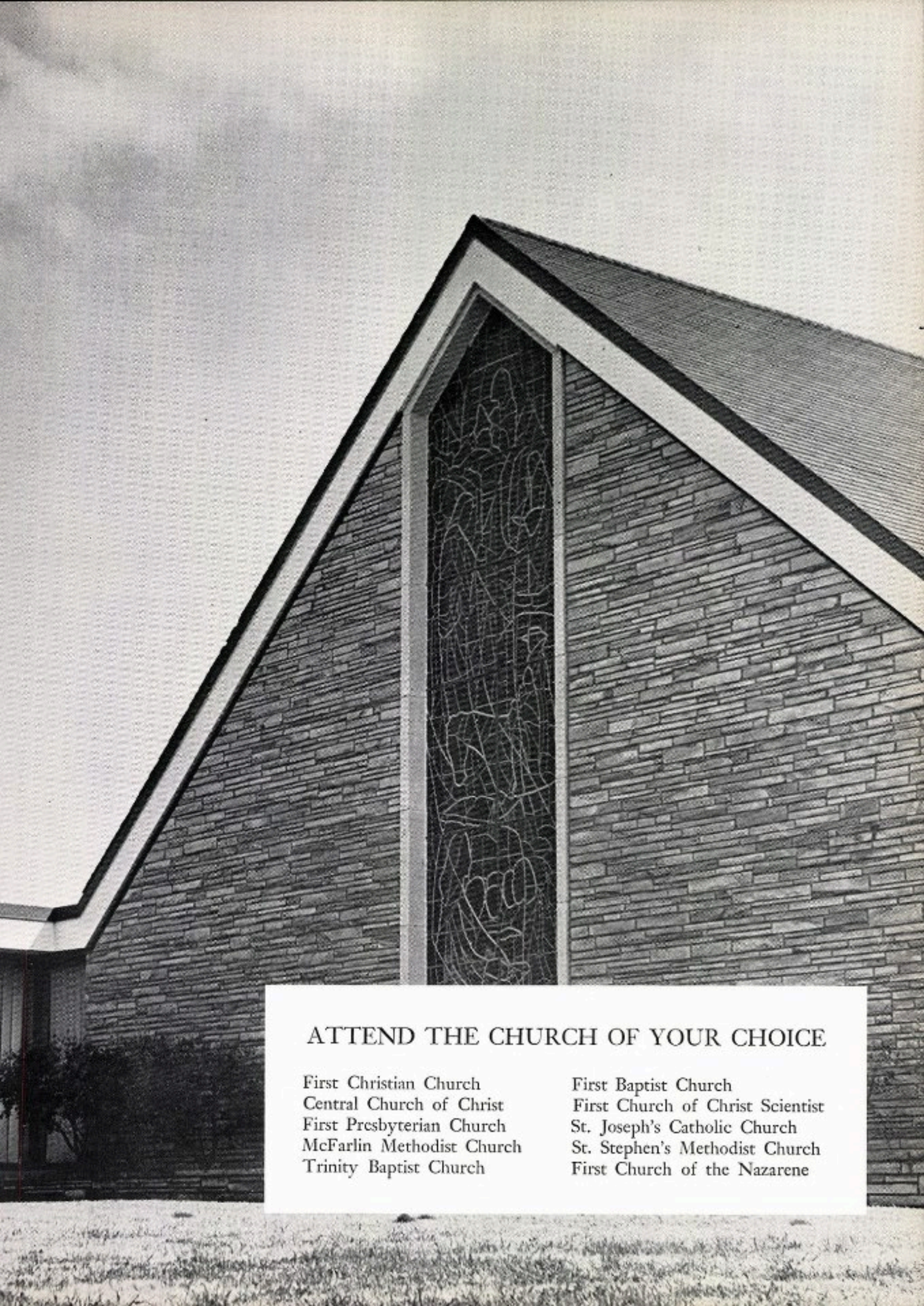


ADVERTISING





ATTEND THE CHURCH OF YOUR CHOICE

First Christian Church
Central Church of Christ
First Presbyterian Church
McFarlin Methodist Church
Trinity Baptist Church

First Baptist Church
First Church of Christ Scientist
St. Joseph's Catholic Church
St. Stephen's Methodist Church
First Church of the Nazarene



Gary Williams, Ken Danner, and Quentin Remy agree all Todd Products are great.

DOYLE TODD

Distributor of
**SINCLAIR and GOODYEAR
 PRODUCTS**

Sharpe Dry Goods Co.

Norman's "Name Brands"
 Department Store

110 E. Main

JE 4-3223

HOLTZSCHUE HARDWARE

119 West Main

Dial JE 6-1028

Claude Eurtion Real Estate Agency

123 E. Tonhawa

JE 4-2020



'For my money, it's the Security National'

SECURITY *National* BANK

USE OUR DRIVE-IN WINDOW
 AND PARKING FACILITIES ON COMANCHE
 STREET

200 E. Main

Dial JE 4-7170

SOUTHERLAND LAUNDRY

O. E. SOUTHERLAND, JR., Manager

331 White Street

JE 4-0343

Allard Cleaners

"Modern Service"

305 E. Main

JE 4-7230



LANDSAW

Furniture Co.

200 W. Main

JE 4-2122

Gilt Edge

FARMS



Sure Sign of Flavor

PORTRAITS

WEDDINGS

Cole Studio

231 W. Main

JE 6-4600

COMMERCIAL

CANDIDS

LINDSAY

DRUG STORE

JE 4-0362

114 E. Main

McCALL'S COFFEE SHOP

116 East Main

JE 4-1822

FLOWERS by Murphy

Ed Murphy
Proprietor
Member F. T. D.

Phone JE 4-4472
305 W. Main
Norman, Oklahoma

University Cleaners

"The Sign of Service"

747 Asp

JE 4-6600

HENSLEY'S MUSIC ALBUM

Phone JE 4-4622

754 Asp

Norman, Oklahoma

DOWNEY GLASS CO.

Everything In Auto Glass
Glass for Every Purpose — Channels

Phone JE 4-0834

113 North Crawford

Norman, Oklahoma

The T O W E R House



Where do you think you are going, Cheryl Gates?

Gifts for Every Occasion

561 Buchanan

JE 4-7481

Mel Newsom Studio



Portraits

Party Pictures



541 S. UNIVERSITY

JE 4-0369

RICKNER'S

"Books and School Supplies"

**RICKNER'S
BEST BUY
IN BOOKS
575 S. Univ. Blvd.**

Larry's Sinclair

Flood and Main

JE 4-3808

Corbett's Glass Shop

404 W. Main

Norman, Oklahoma



In Downtown Shopping Center

Serving Norman Since 1922

HARRY McCONATHY D/B/A

Reynolds Furniture Co.

NEW and USED

Phone JE 4-0646

325 E. Main

Norman, Oklahoma

Hal Muldrow

AGENCY

Forty Years of Service to Norman

- **AUTOMOBILE**
- **FIRE**
- **COMPENSATION**
- **LIABILITY**
- **BONDS**
- **BURGLARY**
- **ACCIDENT and HEALTH**
- **LIFE**

117 E. Comanche

JE 4-5860



Marvin Gifford models a suit coat from the wide range of good-looking suits at Gordon's.

"It's Norman's Greatest"

Gordon's Men's & Boys' Store

220 E. Main

JE 4-6274

NORMAN McNABB'S SPORTING GOODS

707 W. Main

JE 4-1305



Waugh's Jewelers

Home of

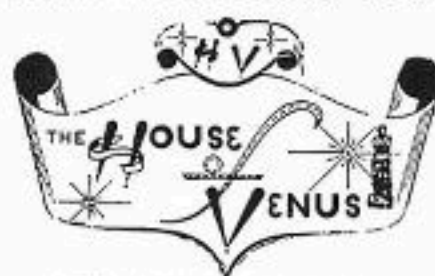
JOHN ROBERTS COLLEGE JEWELERS

FINE JEWELRY and GIFT ITEMS

763 Asp

JE 4-2424

**FOR THE LATEST IN
HAIR FASHIONS IT'S**



BEAUTY SALON

1016 N. Flood — JE 4-3927

We Will Curl Up and Dye For You

**THE
C
O
-
E
D
SHOP**



Laura Williams makes her selection from the wide display of smart dresses found at the Co-ed Shop.

"Fashions begins at the Co-ed . . .

. . . and ends in a Co-ed's closet"

788 Asp

JE 4-7200

LANDSAW FURNITURE EXCHANGE



128 W. Main

JE 4-6020



Cherry Kay Griffith models an outfit from Harold's.

Harold's

men's and ladies apparel

FACING



CAMPUS



Larry Harral models a suit coat from Harold's.

Sayre Builders Supply

COMPLETE BUILDING SERVICE

Phone JE 4-6130

227 W. Main

J. L. "Les" SAYRE

R. H. "Bob" SAYRE

Sterr's Foods



1100 W. Main

JE 4-7446



Jeanie Dragoo shops for her favorite style of shoe, found at the Webb.



FEATURING THESE FAMOUS BRANDS:

DeLiso Debs — Capezio — Camelle
Fredelle — Old Maine Trotters — D'Antonia
— Confettis — Frank Cardone —
— Sandler of Boston —

784 Asp

Dial JE 4-8282



Jess Walden Cleaners

**Night
Depository**

**Gunn Brothers
Stamps**

Two Locations To Serve You Better

121 N. Porter
JE 4-6464

202 N. Flood
JE 4-0462

GLOVER

MONUMENT COMPANY

JE 4-1424

909 N. Porter

Campus Jewelry

OSCAR MESSAMORE

331 W. Boyd

JE 4-5775



GIFTS

CANDY

CARDS

*Pot of Gold Gift
Shop*

222 E. Main

H. D. ADAMS FOODS

OPAL AND WARREN MYERS



327 E. Comanche

JE 4-7181



Bobbi Jones shows Sara Culp and Sandra Busch one of the many fine dresses found at Peyton & Marcus.

Peyton & Marcus

BOYD & ASP—JE 4-1657
NORMAN

RITEWAY

IGA

FOODLINERS



You Get More at IGA

OPEN UNTIL 9 P.M.

7 DAYS A WEEK

TWO LOCATIONS:

315 East Eufaula Street

1425 George Street

Ideal Mattress Factory

424 E. Main

JE 4-6504

NORMAN FLORAL

*"When You Say It With Flowers"
It's Beautifully Said"*

**LOCKETT HOTEL
JE 4-7332**

KERBY OFFICE SUPPLY

PORTABLE TYPEWRITERS

SCHOOL SUPPLIES

CARDS and GIFTS

209 E. MAIN

JE 4-3066

Complete Service in One Location



116 S. Peters

JE 4-4200

- Customer parking:
Main to Comanche
- 3 Drive-In Windows
- All Types of Loans



Most Convenient Bank in Town

the **FIRST** *National Bank & Trust Co.*

The Prettiest Clothes Come From Low's

You'll Find A Wide Selection Of Famous Names

- ☆ Seaton Hall
- ☆ Jonathan Logan
- ☆ Country Set
- ☆ Kelly Arden
- ☆ Jr. Petite
- ☆ Miss Pat
- ☆ Mr. D.
- ☆ Shirts & Sweaters
by Wondamere



Lynda Hill looks petite in a matching skirt and blouse found at Low's.

DOWNTOWN

125 East Main



CAMPUS

759 Asp Ave.

Self Serve

223 E. Main

DRUG

JE 4-7106

AGAR-FORD AGENCY

"Where Insurance Is Not A Sideline"

218 North Peters

JE 4-2700

NORMAN, OKLAHOMA

DAYLIGHT DONUTS

DONUTS AT THEIR
FRESHEST AND BEST

1202 N. Flood

JE 4-3195

NORMAN SAVINGS & LOAN ASSN.

Established in 1895

220 N. Peters

JE 4-5484

Hill & Shipe SHOES



122 E. Main

NORMAN, OKLAHOMA

*"Largest Department Store
In Norman"*



210 E. Main

JE 6-2031

"It's stunning!" says Laura Hallam to Judy Miller, as Maria Kay Gill finds something that appeals to her.

Hampton's FLOWERS AND GIFTS

610 N. Porter

JE 4-5200



RUSSELL SMITH
Presents
BECKY BERRY

SERVICE CLEANERS

705 N. Porter

JE 4-5300

Norman Plumbing & Heating

124 W. Main

JE 4-3926



TYLER & SIMPSON CO.

NORMAN, OKLAHOMA

Printers of the N.H.S. TRAIL and Other
High Quality Books and Publications

**TRANSCRIPT
PRESS** **75TH**
1889-1964
Anniversary

Experienced Printers . . .

. . . in the publication field, a plant designed for efficient production, and a competent staff, we are able to offer a superior printing service with consistently high quality, dependable service and competitive prices—and a genuine interest in our customers' problems. May we serve you?



Transcript Press
NORMAN



A saleswoman shows Carolyn Coates a quality dress, one of the many fine dresses found at Penney's.

FREE PARKING AT

Penneys
ALWAYS FIRST QUALITY

NORMAN FEED & SEED

115 S. Porter

JE 4-8488

CAMPUS PHARMACY

"Where Friends Meet"

JE 4-2324

Campus Corner

Established in 1895

Clark Cleaners—Laundry

CONVENIENT NIGHT
DRIVE-IN DEPOSIT



Phone
JE 4-4800

750 Asp



Karen Green and Kathi Straw wear matching sets found at Power's.

POWER'S

Young Fashions

111 East Main

JE 4-1711



Food Is ALWAYS Better

1808 W. Lindsay

JE 6-0459



NORMAN LUMBER

Company, Inc.

Home and House Center

BILL O'CONNELL, Mgr.

710 W. Main

JE 4-0356



Bonney's

118 E. Main

"Exclusive but not Expensive"

OPEN 10 a.m. to 10 p.m.

Sooner Dairy Lunch

1820 W. Main, Norman

DRINKS ★ SANDWICHES

Closed Sunday



Ed Massey shows Don Harral a popular plaid sport coat from Hale's Campus Shop.

Hale's

CAMPUS SHOP

767 Asp

JE 4-4252

*"Host to Most of
Norman's Guests"*



LOCKETT HOTEL

MAIN AT BOULEVARD

JE 4-3670

Brockhaus Jewelry

YOUR BEST BUY

752 Asp

JE 4-4228

"Does the box come with the watch?" asks James Madden of the manager of Brockhaus.



Sooner Tots & Teens

**Many Sizes to Choose From
in Sizes Infants thru Sub-Teens**

115-A East Main

JE 4-2423

WACKER'S DEPARTMENT STORES

"Merchandise for Less"

116 S. Crawford

JE 4-7432



Linda Pratt tries on one of the coats found at Harry Katz.

Harry Katz

BEST FASHIONS FOR WOMEN

504 WEST MAIN

DOWNTOWN SHOPPING CENTER—NORMAN



ABE — LEE

ABE MARTIN'S



SERVICE STATION

402 W. Main

JE 4-1500



the living end . . . in banking!

CITY NATIONAL

in Norman



BANK

J. R. SYMCOX, President

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

BILL CLAYTON
RES. ME 2-1292

SUNNY CLAYTON
Res. ME 4-7001

CLAYTON BROS. USED CARS

3601 S. Robinson — Office: ME 4-2280 — Okla. City

JERRY'S TEXACO STATION

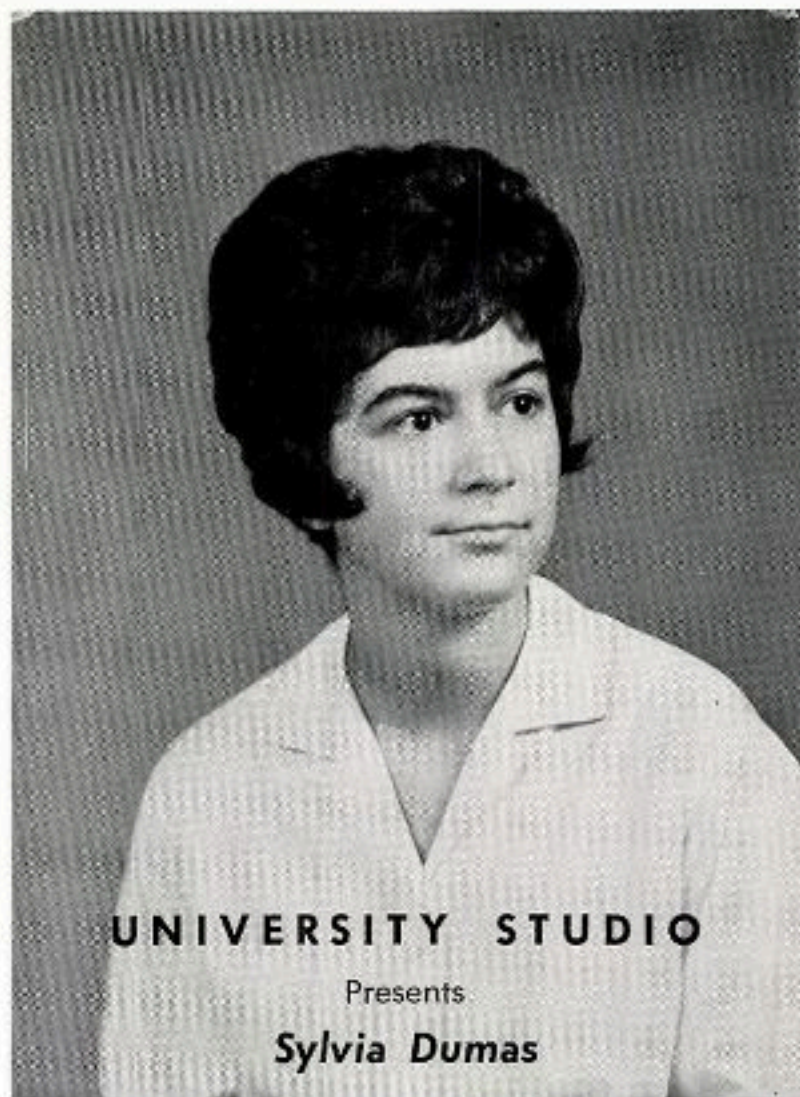
Classen & Boyd

JE 6-2131

RAMAY'S RESTAURANT

509 S. Porter

*Where Good Food
Is Found*



UNIVERSITY STUDIO

Presents

Sylvia Dumas



Wondering what she will make for this year's Prom, Marilyn Kennedy views the fine material found at the Fabric Fair.

FABRIC FAIR

High Style Fabrics
Vogue, Simplicity, McCall's Patterns
Complete Sewing Notions

Downtown Shopping Center



PIONEER SHOE SHOP

Since 1892

125 N. Porter

Alvin Miller, Owner



**Black Finance
& Insurance**

Norman

VELMA'S BAKERY

Wedding Cakes — Birthday Cakes

211 E. Main

JE 4-8718

BOYD'S AUTO MACHINE

**Custom Engine Rebuilding
Crankshaft Grinding and Balancing**

127 E. Gray

Norman

Fischer's

Plumbing & Heating

116 N. Peters

JE 6-2073

Jimmie Marsee, Owner



Mary Alice Eurlon tries one of the new styles found at the Booterie.

Two Stores To Serve You

THE **Booterie**

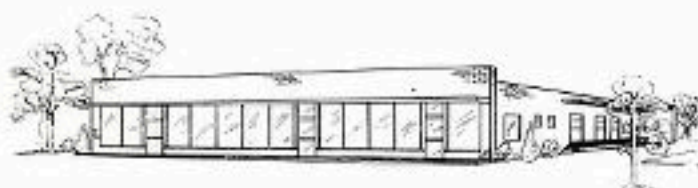
THE BOOTERIE

108 E. Main JE 4-4898

CAMPUS BOOTERIE

753 Asp JE 6-0747

**Over Fifty Years
Of
Dependable Service**



Thompsons

1920 West Main St.

P.O. Box 662 * JE 4-4000

NORMAN, OKLAHOMA



Headquarters for—
ASPEN Sportswear

Dresses By—
FASHINNS of Texas

JUSTIN McCARTY

LOU-ETTE After Fives

KAYSER Lingerie

JUNIOR SETS

COPELAND'S PETTICOAT INN

Collegiate Square

JE 6-0896



Stuckey's Pecan Shop



6 Miles South of Norman

On Interstate 35 At Goldsby Exit



Louise's Beauty College

Complete Beauty Service for the Public
Tuition Payment Plan for Study

OPEN 8:30 a.m. to 5:00 p.m. Tues. thru Sat.

Loads Of Free Parking

Appointments Always Available

1140 N. Flood

JE 6-3822



Carol Henderson, Donann Toler, and Judy Coles buy their flowers at Lee-james florist.

Lee-james FLORIST

THE FINEST IN FLORAL SERVICE

JE 6-4343

1146 North Floor

Norman

Dean & Hetherington

Real Estate Agency

303 South Peters

NORMAN, OKLAHOMA



McCall's Greenleaf Market

301 S. Porter

JE 4-6663

McCall's Super Food Market
NORMAN'S OLDEST & BEST
FAMOUS FOR FINE MEAT

Norman's Largest TV Display UNIVERSITY ELECTRONIC

Radio and TV Service

RCA Victor Color TV

Hi-Fi — Sterophonic Sound

932 N. Flood — JE 4-0391

Norman's Only Authorized RCA Dealer



Holiday Inn

NORMAN OKLAHOMA

- ★ 104 UNITS
- ★ FREE TELEVISION
- ★ WALL to WALL CARPET
- ★ TILEBATHS
- ★ CONNECTING ROOMS & SUITES
- ★ CHILDREN FREE
- ★ RESTAURANT and BANQUET ROOMS
- ★ SWIMMING POOL
- ★ PRIVATE CLUB
- ★ FREE KENNEL SERVICE



Is it the suit or the name tag that interests Earl Butts at Garner's Mens Store?

Correct Styling—Good Taste

Garner's

192 ASP AVENUE
NORMAN · OKLAHOMA

792 Asp

JE 4-2500

THE PINK HOUSE

Bridal Attire — Long & Short Formals
Millinery

2113 West Main

JE 4-2631

FARMER HOUCK SERVICE STATION

700 W. Main

JE 4-9071

MANSFIELD BEAUTY CENTER

Eight Excellent Stylists

550 West Main

JE 4-2334

Shoes Dyed Any Color—Restyling—Corrective Work

Village Shoe Shop

Bob Carroll

1313 Jenkins



SANDY'S DRIVE-IN



Are you sure you can play, Bill Hetherington and
Lain Adkins, or are you just clowning around?

MIKE RICHEY'S GUITAR CENTER

Beginning—Advanced Guitar

319 White

JE 4-8613

SOONER LANES

550 N. 24th Ave.

JE 6-1155

24 Beautiful
Brunswick Lanes

Automatic Pin Setters

Nursery

Snack Bar

Pro Shop