

The background of the page is a light gray. It is decorated with a series of black lines and horizontal stripes. A prominent diagonal line runs from the top left towards the bottom right. Several horizontal bands of thin, closely spaced black lines are positioned across the page, some of which are intersected by the diagonal line. The word "ADVERTISING" is printed in a bold, black, sans-serif font, centered horizontally and partially overlaid by these geometric elements.

# ADVERTISING

*I*T is to the following local, state and national concerns who have advertised in the 1934 Sentinel that every reader owes patronage; firstly, because of the very loyal support that they have given the publication and, secondly, because of the high quality and real value of the service they offer. It is for the reader's convenience that an index to these advertisers has been arranged on page 237.

This Page  
Contributed by

MISSOULA MERCANTILE Co.

For Students  
Autographs

MISSOULA'S OLDEST, LARGEST AND BEST STORE — THE STUDENT'S STORE OVER TOWN

## **STUDENTS' HEADQUARTERS**

For Their

**Fun - Rest - Gossip - Eats**

and

**School Supplies**

□ □ □

**ASSOCIATED STUDENTS' STORE**

## **FLORENCE HOTEL**

MISSOULA

## **NEW HOTEL BAXTER**

BOZEMAN

*The logical place  
to stay*

DINING ROOMS  
and  
BANQUET ROOMS

## THE NEW HUT

Meet at the Campus eating place  
where excellent food is served in a  
friendly atmosphere.

### Bob and Jack

Will be glad to see you.



REGISTRATION

Quality Drugs

Stationery

Drugs      Cosmetics

Fountain - Lunch

A Prescription Store

You can always save money at  
our store

## PUBLIC DRUG STORE

Florence Hotel Bldg.

Missoula, Montana

N. B. MITHUN

ELECTRIC SERVICE

STEAM HEAT

EFFICIENCY  
ECONOMY  
COURTESY

WATER

The Montana Power Company

**POPE & HINTZ**  
**PLUMBERS**

Missoula

We Never Forget Our Tools

**Master Cleaner  
and Dyer**

Garments, Gloves, Furs,  
Velvets, Hats, etc.

205 West Front Phone 2186



Only the Freshest of  
Home Grown Flowers  
at all times

**Garden City Floral Co.**

**DACO**

HAMS — BACON — LARD

MONTANA  
PAY ROLL  
PRODUCTS

**JOHN R. DAILY, INC.**

Quality  
and  
Service  
at  
Prices  
That  
Please

**McCRACKEN  
STORES**

# Anaconda Copper Mining Company

Lumber Department

Mills at Bonner and Milltown, Montana

Manufacturers and Wholesale Distributors

of

Ponderosa Pine and Montana Fir  
and Larch Lumber

We make a specialty of sixteen-inch mill wood that can be favorably distributed  
in a radius of about one hundred miles from our mills.



## B & H Jewelry Co.

Headquarters for  
Wedding Rings—Diamonds  
Watches  
Fraternity and Costume Jewelry

Always at  
**PENNEY'S**

Better Values  
For Less

"Shop here and be convinced"

**J. C. PENNEY CO.** Inc

Missoula's Busy Store



## DONOHUE'S

Merchandise That is Styled Right  
———That is Priced Right

### McKay Art Co.

Pictures and Frames  
Books—Gifts—Portraits  
Kodaks and Supplies  
Kodak Finishing



### Compliments of Dickinson Piano Company

Missoula, Montana  
218 Higgins Ave.

Radios, Pianos, Refrigerators

### Our Three Prides

Sanitation  
Courtesy  
Service

Taylor & Hill Bakery  
Missoula



"FRONT PAGE"—NOV 5-9-10



## GO GET 'EM, GRIZZLIES!

Main Store  
Corner Higgins & Broadway  
Phone 2013

South Side Pharmacy  
South Third & Higgins  
Phone 4466

### D. C. SMITH DRUG STORES

THE BUSY CORNERS  
MISSOULA, MONTANA



## A. BESANCON

Lawyer

Montana Block  
Missoula, Montana

## Bourdeau Mercantile Company

Incorporated

Fair and Courteous Treatment  
to all

833-839 Higgins Ave.  
Phone 3194

### MEAT DEPARTMENT

"Our Fish are Always Fresh—  
Not Frozen"

W. WERNER, Prop.  
Where Quality and Service is  
The Keynote  
837 So. Higgins Ave.  
Phone 3766



## Consolidated Dairies

Wholesale and Retail

Pasteurized Dairy Products  
Milk, Cream and  
Dairyland Butter

Missoula, Montana

# Highlander

PALE  
BEER

Quality Unexcelled

Missoula Brewing Company

Missoula, Montana

We Model  
Maids  
in modern  
modes



**Barbara Beauty Shop**

First National Building

OLD STUFF!!



Authorized Sales and Service

CHEVROLET  
and  
OLDSMOBILE

**FISHER-KRAABEL COMPANY**

215 East Broadway  
Missoula, Montana

**GREETINGS**

The  
Missoula  
**Gas & Coke Company**

Missoula, Montana

## FLORENCE HOTEL BARBER SHOP

The well groomed man or woman possesses a distinct advantage in our competitive world. Let us aid you.

We specialize in student hair-trimming for men and women.

## Heavlin Sheet Metal Works

Johns-Manville Roofing  
Sunbeam Furnaces and Fans  
Coal Stokers and Oil Burners

Missoula, Montana

Compliments of



of

Western Montana

Owned and Operated  
by the man  
that runs them



## Montana's Leading Stationers

HELENA OFFICE SUPPLY CO.  
Helena, Mont.

THE OFFICE SUPPLY CO.  
Missoula, Mont.

## The Missoula Drug Co.

"Montana's Most Modern  
Drug Store"

at all times  
extends a hearty welcome to  
U of M Students and Alumni

Oakley E. Coffee '23

## THE LEADER

Exclusive Women's and Misses'  
Apparel Shop

Agency for Gold Stripe Hosiery

Missoula, Montana

Mallory  
Hats

Florsheim  
Shoes



Next to Shapard Hotel  
Missoula, Montana

## Arcade Grocery Co.

601 Woody  
Ph. 2171

110 East Main  
Ph. 2137

Missoula, Montana

Everything in Groceries

Exclusive Agents for Occident Flour

## FORD CARS—PARTS—SERVICE

Drive the New Ford V-8  
for 1934

H. O. BELL COMPANY

Missoula



— SENIOR PICTURES — DEC. A.D.



## KEEP YOUR CROWD TOGETHER AND TRAVEL BY MOTOR COACH

on your

PICNICS AND OTHER OUTINGS  
PULLMAN CAR EQUIPMENT

For Terms on Chartered Coaches Apply to

## Intermountain Transportation Company

129 W. Front St.

MISSOULA

Phone 3484

# The First National Bank of Missoula

## OFFICERS AND DIRECTORS

A. R. JACOBS, President

H. R. GREENE, Vice-President

THEODORE JACOBS, Cashier

E. R. ANDERSON, Assistant Cashier

S. J. COFFEE

HOWARD TOOLE

WALTER L. POPE



Best of Luck to  
1934 Grizzlies

Compliments  
JOHN L. CAMPBELL

Lou Ellinghouse

Bob Laing

HOW IS YOUR COAL PILE?

**Missoula Coal &  
Transfer Co., Inc.**

Phones 3662 and 3630

**The Peterson Drug  
Company**

is

**"A Good Place to Trade"**

Missoula, Montana



Compliments  
of the

**F. W. Woolworth Co.**

Missoula

Compliments  
of the  
**Montgomery Ward  
& Co.**

428 N. Higgins

With PETE and JOCKO the  
**PARK HOTEL CAFE AND  
BEER PARLORS**

is your "Best Bet" in Missoula. it  
affords an ideal spot for the student  
to obtain a tasty sandwich and a  
glass of beer.

Bowl for Health and Fun  
at the

**Idle Hour  
Bowling Alleys**

119 East Broadway



Photographs made by the

**Ace Woods Studio**

have that Individual Charm of Likeness

---

OFFICIAL PHOTOGRAPHER FOR THE 1334 SENTINEL



# Butte Advertisers

A Map of Anaconda Activities is a Map of the World



Anaconda Copper Mining Company



Prices are never high at

# SYMONS

"Butte's Pioneer Home-Owned Store"

1897 - 1934

When in Butte

visit the

## Rocky Mountain Cafe

Meaderville



The Best Place to Eat  
in Butte

## THE LOCKWOOD

Private banquet room for parties  
Fountain—Lunch counter—booths

34 West Broadway

HUNDREDS OF YOUNG PEOPLE FIND OUR BUSINESS TRAINING THE  
STARTING POINT TO SUCCESS

A most cordial invitation is extended to all ambitious young men and women to enter at once upon the few months of preparation which will qualify them for the many opportunities offered by the business world. Our school is heartily endorsed by the leading educators of the state of Montana as well as by our 12,000 graduates. All business courses taught including a complete course in Walton Higher Accounting.

*Butte Business College.*

Enroll at any time  
Write for Catalog

Owsley Block  
Butte, Montana



**\$10,000.00**

Is Only Part of the Money Saved by  
Our Engineering Advice

Telephone or Write

**Sullivan Valve and Engineering Company**

910 South Arizona Street  
Butte, Montana

Telephone 2-4285

# HENNESSY'S

Montana's Greatest Department Store

**47** Years of  
Leadership

Hennessy's have served Butte and vicinity for nearly half a century—  
Featuring Quality Merchandise—Up-to-the-minute Styles and Moderate Prices. Make Hennessy's your shopping center.

## METALS BANK & TRUST COMPANY

Butte, Montana

Identified with Montana's Progress since 1882

Interest on Savings Accounts

Member Federal Reserve System

### OFFICERS

JAMES E. WOODARD, President

JAMES T. FINLEN, Vice-President

JOHN L. TEAL, Assistant Cashier

RALPH W. PLACE, Cashier

JOHN J. BURKE, Assistant Cashier

B. F. STRANAHAN, Assistant Cashier

Affiliated with

FIRST BANK STOCK CORPORATION

# SAFeway STORES

SAFeway STORE NO. 167  
Butte, Montana  
SAFeway STORE NO. 175  
Butte, Montana  
SAFeway STORE NO. 193  
Butte, Montana  
SAFeway STORE NO. 279  
Butte, Montana  
MacMARR STORE NO. 1835  
Butte, Montana  
SAFeway STORE NO. 1838  
Butte, Montana  
MacMARR STORE NO. 1839  
Butte, Montana  
MacMARR STORE NO. 1840  
Butte, Montana  
MacMARR STORE NO. 1841  
Butte, Montana  
MacMARR STORE NO. 1842  
Butte, Montana  
MacMARR STORE NO. 1843  
Butte, Montana  
SAFeway STORE NO. 163  
Anaconda, Montana  
PIGGLY WIGGLY NO. 1846  
Anaconda, Montana  
SAFeway STORE NO. 171  
Deer Lodge, Montana

SAFeway STORE NO. 173  
Dillon, Montana  
MacMARR STORE NO. 1837  
Dillon, Montana  
SAFeway STORE NO. 195  
Bozeman, Montana  
PIGGLY WIGGLY NO. 1652  
Bozeman, Montana  
SAFeway STORE NO. 267  
Livingston, Montana  
SAFeway STORE NO. 361  
Missoula, Montana  
SAFeway STORE NO. 1834  
Stevensville, Montana  
SAFeway STORE NO. 1845  
Ronan, Montana  
SAFeway STORE NO. 1848  
Whitefish, Montana  
SAFeway STORE NO. 1849  
Polson, Montana  
SAFeway STORE NO. 1188  
Kalispell, Montana  
SAFeway STORE NO. 389  
Hamilton, Montana  
SAFeway STORE NO. 649  
Helena, Montana  
PAY'N TAKIT NO. 1  
Helena, Montana



M. CLUB-ERS

IT'S THE MUSIC  
That Makes the  
**WINTER GARDEN  
BALL ROOM**  
Butte, Montana  
SO FAMOUS  
HUGH DUNLAP  
and his band  
Plays in Fashion to the  
Fashionable—and how!

## Gamer's Confectionery

The Northwest's  
Most Famous Candies

Fountain Service

Delicious Home-Cooked  
Meals

17 West Park Butte, Mont.

Mail Orders Promptly Filled



MORE "M" CLUB-ERS

# Billings Advertisers

Bowl for  
Fun and Health

## Recreation Bowling Alleys

Babcock Bldg. Basement  
Billings, Mont.

P. R. Nelson, Prop.



Ask for

## Old Fashion Beer

A Montana Product

Fully Aged

None Better

□ □ □

## Billings Brewing Co.

Billings, Montana

Service — Workmanship — Courtesy

## GORDON RAY COMPANY MANUFACTURING FURRIERS

Telephone 5094

213 N. Broadway Billings, Montana



# Anaconda Advertisers

## When in Anaconda "THE OWL"

Anaconda's Leading Beer Garden  
invites you  
to spend an enjoyable evening  
with us

819 East Third Street  
Anaconda



## MONTANA HOTEL

• • •

Popular Priced Rooms

Cafe in Connection

• • •

Special Dinner Parties  
receive our particular  
attention

• • •

Anaconda, Montana

W. E. Davis, Mgr.

## Drop in at the RUSTIC TAVERN

When in Anaconda





# Helena Advertisers

## Rawlings Sporting Goods

Baseball—Football  
Track—Tennis—Golf  
Basketball—Soccer

• • •

"Rawlings Athletic Goods Excel"

• • •

**A. M. Holter Hdwe. Co.**

State Distributors  
Helena, Montana

WHEN IN HELENA  
Don't Forget to Stop at

**Bud Ferrat's**

The most complete fountain  
in Helena

1415 Helena Ave.

Sandwiches, Soft Drinks and Beer





# Great Falls Advertisers

## JOHNSON HOTEL

FIVE STORIES OF  
SOLID COMFORT

Great Falls, Montana



Compliments of

## PARK HOTEL

Great Falls, Montana

## Compliments of RAINBOW HOTEL

Great Falls, Montana



# Great Falls Engraving Company



P. O. Box 953

GREAT FALLS, MONTANA

# TRIBUNE PRINTING & SUPPLY CO.



On this name rests the  
responsibility incident  
to leadership in Annual  
designing and printing

GREAT FALLS, MONTANA



# *Wil Wite*

...may be the name  
of just another  
sweater to you, but  
just ask any Letter-  
man who owns a  
genuine Wil Wite  
Award!

★Product of  
OLYMPIA KNITTING MILLS, INC.  
Olympia, Washington

## Join the GRIZZLIES

A Montana School  
for  
Montana People

• • •

At this school Montana is train-  
ing its future journalists, its  
lawyers, its chemists, high school  
teachers, office executives, bot-  
anists, foresters, pharmacists.

• • •

## THE UNIVERSITY OF MONTANA

For information regarding regis-  
tration address

J. B. Speer, Registrar.

Charles H. Clapp, President  
Missoula, Montana



# *The* **UNIVERSITY of Montana**

Montana State Board of Education

Frank H. Cooney, Governor

R. T. Nagle, Attorney General

Elizabeth Ireland, Supt. of Public  
Instruction

William Meyer

Howard Toole

W. M. Johnston

M. Murray

E. C. Carruth

W. S. Davidson

Frank Eliel

A. O. Gullidge

The Cover for the 1934 Sentinel furnished by **BECKTOLD**; the work that is guaranteed to be satisfactory and built by an organization of craftsmen specializing in the creation and production of good covers and binding. Whatever your cover or binding requirements may be, this company can satisfy them.

**Becktold Company**

**Edition and Pamphlet Binders**

210 Pine Street

St. Louis

# **The 1934 Sentinel**

The Printing was done by  
**Tribune Printing & Supply Company**

The Photographs were taken by  
**Ace Woods Studio**

The Cuts were made by  
**Great Falls Engraving Company**

The Covers are a product of  
**Becktold Company**



Compliments  
of  
“Chick” Forbis

Architect  
for the  
Student Union Building



# Advertising Concerns to Whom We Owe Support

• • •

Anaconda Copper Mining Co., Bonner	- 215	Master Cleaners, Missoula	- - - - 214
Anaconda Copper Mining Co., Butte	- - 223	McCrackens, Missoula	- - - - 214
Arcade Grocery Co., Missoula	- - - 220	McKay Art Co., Missoula	- - - - 216
		Metals Bank, Butte	- - - - 226
B & H, Missoula	- - - - 215	Missoula Brewing Co., Missoula	- - - 218
Barbara's Beauty Shop, Missoula	- - 218	Missoula Coal & Transfer Co., Missoula	- 221
Becktold Company, St. Louis	- - - 235	Missoula Drug Co., Missoula	- - - 219
Bell, H. O., Missoula	- - - - 220	Missoula Gas & Coke Co., Missoula	- - 218
Besancon, Missoula	- - - - 217	Missoula Mercantile Co., Missoula	- - 211
Billings Brewing Co., Billings	- - - 228	Montana Hotel, Anaconda	- - - 229
Bourdeau Mercantile Co., Missoula	- - 217	Montana Power Co., Missoula	- - - 213
Butte Business College, Butte	- - - 225	Montgomery Ward & Co., Missoula	- - 222
Campbell, John L., Missoula	- - - - 221	New Hut, Missoula	- - - - 213
Consolidated Dairies, Missoula	- - - - 217		
		Office Supply, Missoula	- - - - 219
Daily, John R., Inc., Missoula	- - - - 214		
Dickinson's, Missoula	- - - - 216	Owl, Anaconda	- - - - 229
Donohue's, Missoula	- - - - 216		
		Park Hotel, Great Falls	- - - - 231
Ferrat's, Helena	- - - - 230	Park Cafe and Beer Parlor, Missoula	- 222
First National Ban'g, Missoula	- - - 221	Penney, J. C., Missoula	- - - - 215
Fisher-Kraabel Co., Missoula	- - - 218	Peterson Drug Co., Missoula	- - - - 221
Florence Hotel, Missoula	- - - - 212	Pope & Hintz, Missoula	- - - - 214
Florence Hotel Barber Shop, Missoula	- 219	Public Drug, Missoula	- - - - 213
Forbis, "Chick"	- - - - 236		
		Rainbow Hotel, Great Falls	- - - - 231
Gamer's Confectionery, Butte	- - - 227	Recreation Bowling Alley, Billings	- - 228
Garden City Floral Co., Missoula	- - - 214	Red & White Stores, Missoula	- - - 219
Gordon Ray Co., Billings	- - - - 228	Rocky Mountain Cafe, Butte	- - - 224
Great Falls Engraving Co., Great Falls	- 232	Rustic Tavern, Anaconda	- - - - 229
Great Falls Tribune Co., Great Falls	- - 233		
		Safeway Stores	- - - - 227
Heavlin Sheet Metal Works, Missoula	- 219	Smith Drug Stores, Missoula	- - - 217
Hennessy's, Butte	- - - - 226	Student Store	- - - - 212
Holter Hardware, Helena	- - - - 230	Sullivan Valve & Eng. Co., Butte	- - - 225
		Symon's, Butte	- - - - 224
Idle Hour Bowling Alley, Missoula	- - 222		
Intermountain Transportation Co.	- - 220	Taylor & Hill, Missoula	- - - - 216
Johnson Hotel, Great Falls	- - - - 231	Olympia Knitting Mills, Inc., Olympia, Wash.	- - - - 234
Leader, Missoula	- - - - 219	Winter Garden, Butte	- - - - 227
Lockwood Cafe, Butte	- - - - 224	Woods, Ace, Missoula	- - - - 222
		Woolworth, F. W., Missoula	- - - - 221
		Yandt's, Missoula	- - - - 220







