

INDEX TO ADVERTISERS

American Bank & Trust Co.....	272	Missoula Mercantile Co.....	281
Barney's Fashion Shop.....	271	Missoula Light & Water Co.....	273
Baker & Walford.....	275	Missoula Drug Co.....	267
Bouchers.....	258	Missoula Trust & Savings Co.....	278
Butte Cleaners.....	268	Missoula Laundry Co.....	277
Buckbee Mears.....	269	Missoulian Publishing Co.....	280
Bourdeau Mercantile Co., Inc.....	271	Montana State College.....	262
Bitter Root Co-Op. Creamery Co.....	261	Northwest Theaters Co.....	277
Coffee Parlor.....	270	Northwestern Mutual Life In- surance Co.....	251
Columbia Gardens.....	255	Oechsli, Furniture.....	263
Chequamegon Cafe.....	258	Placer Hotel.....	252
Christie Co.....	251	Pope, John.....	279
Central Garage.....	253	Peterson Drug Co.....	277
Connell's.....	250	Paschals Studio.....	267
Dickinson Piano Co.....	277	Perry Fuel & Cement Co.....	275
Eddy Bakeries.....	252	Rialto Theater.....	272
Fashion Club Cleaners.....	265	Rainbow Hotel.....	250
First National Bank.....	266	Smith's Drug Co.....	276
Florence Laundry.....	275	Symons Dry Goods Co.....	254
Forbis-Toole Co.....	265	Simon's.....	276
Forkenbrock, John.....	267	S. L. Smithers Co.....	253
General Electric Co.....	263	Stevensville Flour Mill Co.....	251
H. O. Bell & Co.....	264	The Toggery.....	275
Hopkins Transfer.....	267	Thornton Hotel.....	257
Holter Hardware Co.....	251	Towle - Winterhalter - Hannifin Co.....	256
J. C. Penney Co.....	265	Truzzolino.....	257
Kelley's Cigar Store.....	270	The John R. Daily Co.....	279
McKay Art Co.....	260	T. C. Power Motor Car Co.....	253
Marquette, The.....	256	Weiss Cafe.....	250
Metals Bank & Trust Co.....	259	Western Montana National Bank.....	274

PATRONIZE
OUR
ADVERTISERS



THEY
PATRONIZE
US

When Commencement Comes Again

(Continued from Page 240.)

gone—Old Mr. Applegate looked it up in the files and announced that the Kaimin had mentioned in 1930 that Vern Stanehfield and Leo Hudson had pulled it apart in trying to find out—"she loves me—she loves me not method" if they would ever get diplomas.

Dr. Clapp announced with some dignity that some delay had been occasioned by the fact that a number of the old diplomas had to be returned to the engravers to have the dates and in some instances Mrs. inserted on the plates. He was glad to announce, however, that Jack Stone, Jr., was to receive the original diploma that his father worked eight years for.

To those pathetic old men on the bench it was like a funreal of life-long ties to leave at this time those college chums long since ripened into venerality was too cruelly hard. And even now equipped with a twelve-year diploma with the president's signature, they could not compete with the business world. How could they? Psychology taught them that, and Cary's accountancy had proved where all known business methods were wrong. Alas, they were too well equipped. After the ceremony several cried and Dr. Madsen told Ben Plummer not to over-exercise and to remember to eat no starch.

THE WEISS CAFE



ZEB MELHORN

HELENA, MONTANA

The Northwestern Mutual Life Insurance Company

Organized 1857

Purely Mutual, Purely American.

Assets January 1st, 1923.....\$ 546,296,308.43

Amount of Insurance in force.....2,499,629,811.00

Insurance in force in Montana more than \$13,000,000

How much of this amount is carried on your life?

Good paying contracts in desirable territory for good live men.

A few especially desirable openings for capable college men.

SAM D. GOZA, General Agent

Montana and Northern Wyoming.

HELENA

SMARTLY
TAILORED
CLOTHES
FOR
COLLEGE MEN
WHO KNOW
AND
APPRECIATE

The Christie Co.

Helena, Montana

RAWLINS

Sporting Goods Better
Than Those Usually
Sold as the Best



A. M. HOLTER Hardware Co.

HELENA, MONTANA
State Distributors

A Brief History of the University of Montana

(Continued from Page 241.)

buried, despite the efforts of bootleggers and the chamber of commerce. Anyhow, it wuz near this spot that they laid the foundation for a great educational institution. It come about this way.

Sergeant Gass, an ancestor of our Sgt. Truman, wuz shooting his face off to a bunch around the Greenough park pavilion, tellin' rat stories and such, when a big buck Indian hove in sight. This boy ain't more popular than Mrs. Sedman on a foresters' picnic and the eastern boy felt unnecessary. This lad could a doubled for Methuselah in any of Shakespeare's 5-reelers and he held up his hand like Pinky Logue in band praetice, when he wants to know what key they are going to tune the drum to. The old Indian speaks right up and says, "How many you can count?" Sgt. Gass sounds off that he can. "Huh," the old buck speaks like Doc Schreiber. "My squaw got as many children as mouth of this river, whole mess of flappers over here other side of river—she no can cut-out hers; you come—keep track."

Now the Sgt. didn't know the number of mouths of the river from the cue ball, but he wuz like most army men—a good bluffer—so he went out and looked the rushees over. The present campus never saw a greener

When in Helena
Stop at——

The
**Placer
Hotel**



The Best
Brain Food

Is

**Eddy's
Bread**

Baked by Experts
In Montana Bakeries



Missoula Butte Helena
Great Falls

THIS IS A STUDEBAKER YEAR

STUDEBAKER

Studebaker cars for 1923 are offered to the public with a conviction that they will enhance the Studebaker reputation, which for seventy-one years has stood for a high order of quality and value.

They are the creation of the Studebaker organization of competent engineering and manufacturing experts, and are produced in large, modern plants unexcelled in the industry. Fundamentally sound engineering principles are incorporated in their design, and resourceful, ripened experience guides their manufacture.

Studebaker's reputation precludes the building of cheap cars or the making of substitutions to lower costs, and, therefore, these cars contain none but the finest materials, including the best-known grades of steel, leather, upholstery, finishing paints, tires, and accessories.

By manufacturing complete motors, transmissions, axles, frames, bodies, tops, castings, forgings, and stampings, parts makers' profits are eliminated from costs, and one profit only is included in Studebaker prices.

With \$82,000,000 of actual net assets, including \$41,000,000 of plant facilities, and an organization of able, experienced men, Studebaker stands unsurpassed in resources and ability to **manufacture economically** and give maximum **intrinsic value** for a given price.

ASK THE DEALER IN YOUR CITY ABOUT OUR TIME-PAYMENT PLAN.

Write for Catalog and Other Descriptive Literature.

T. C. POWER MOTOR CAR CO.

Distributors

MONTANA AND NORTHER WYOMING
HELENA, MONTANA



CENTRAL GARAGE

HOFFMAN & NASH
Props.

*Storage and
Accessories*

HELENA MONTANA

40 W. Lawrence St. Phone 120

Exceptional
Shoes
of Superior
Quality

With

DISTINCT APPEAL

To

COLLEGE MEN

And

WOMEN

S. L. SMITHERS CO.

HELENA

MONTANA

lookin' bunch of horse thieves than the gang that faced the Sgt. They wuz also as dirty and unkept as present time only being dark it didn't show so much. However, he soon got an idee for sorting 'em out.

He took 'em five couples at a time into a old wagon with a back seat and all dark. Then he made a noise like a joy ride and every time a girl slapped a boy he threw 'em both out. Pretty soon the gang inside wuz going good and he had sorted out more'n 99 per cent of 'em, as cold fish. The gang inside that made good as fussers he turned over to the old girl.

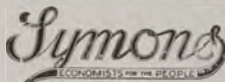
As a mark of identification he put letters of an alphabet he found in the C. O.'s book on 'em. It wuz Greek to him and to the guys what used it. The rest of the gang he threw out as Barb's and when he counted them, the old squaws' section had nine. FIVE GIRLS AND FOUR BOYS. ONE BOY WUZ HANDLING TWO GIRLS. Well, he gave him a special sign like Sigma Chi Nu to mark him. And—as the guy in Pantages sez, "Lo, the poor Indian wuz initiated into poor fish." That, fellows, wuz the first seed of a real college on the flats of the Bitter Root.

The inductor long since went to the other side of "Le Porte de enfer."

QUALITY AND ECONOMY INSEPARABLY ASSOCIATED

Here are found the greatest values
in Montana, every day in the year.
A Montana institution that merits
your patronage.

Shop in
Butte and
at Symons.



Between you
and high prices
stands Symons.

COLUMBIA GARDENS

*Butte's Greatest
Free Playground*

With the Largest and Most Beautiful
Ballroom in the Northwest



Your trip will not be complete
unless you visit the home of the
largest pansy on earth, situated on
the top of the Continental Divide.

To National Headquarters.

Sigma Chi House.

Gentlemen and others of our order:

Our chapter has had a very successful year; Plummer made 5 grade-points.

We are facing rather a serious situation now, as we understand the Kappas are going to live across the street from us next to the Thetas. With the Kappas across the river, as they have been the past two years, we have not had to worry about our fussing, but now with the two so close together, we don't know how we can slip our stuff over both as we have done. The matter has been referred to the alumni.

Say, isn't there a way in which the name of our glorious brotherhood can be changed? Every year, just at the beginning of the term, we are swamped with bundles of Freshman laundry which is deposited on the doorstep under the supposition that Sigma Chi is a Chinaman and the Sigma Chi house a Chinese laundry. We are a pretty clean outfit all right, but we don't harbor no wringers. Let us know what the other chapters think about the proposition. Then refer the matter to Clyde Murphy.

We have the reputation of having the biggest man on the campus in our brotherhood. The honor was formerly held by the Karnaks, but since Fat Parker left school, Benny Plummer has succeeded to the honors. We also have several possibilities for May King, unless Art Redding's candidacy is successful. Brother Red Allen is back in school again, you know.

The Marquette

Patronized by the best because it
is different from the rest.

BILLIARDS AND BOWLING
21 Tables and 4 Bowling Alleys

CHRIS FANONI
EARNEST SAZZIE
Props.

Second Floor, Thomas Block
41 West Park St. Butte, Mont.

Reliability

The most important consideration
in choosing your jeweler—the
foundation of jewelry satisfaction.

Our whole effort is devoted to
building for the future. Your
good will our first concern.

Dollar value for every dollar
you invest.

A complete stock of jewelry,
watches, diamonds and silver.

Towle-Winterhalter-
Hannifin Co.
JEWELERS
BUTTE MONTANA

Open from 8 to 1 a. m.

Phone 717

V. TRUZZOLINO

GENUINE HOT
CHICKEN

TAMALE

The Original Tamale and Chili Parlor

V. TRUZZOLINO, Prop.

Merchants' Lunch at Moderate Prices
Served from 11:30 a. m. to 8:00 p. m.

120 West Park Street

Butte, Montana

EUROPEAN PLAN

MODERN PRICES

The THORNTON HOTEL



BUTTE - - - MONTANA

DINING ROOM AND CAFE IN CONNECTION

S. P. E. House,
Missoula, Mont.

National Headquarters, Esq.
Bull Durham Bldg.,
Richmond, Va.

Gents:

Your communication of January 5th has just come to light. In taking out some bottles and other rubbish that was in the basement one of the neophytes unearthed it and discovered that it was your official communication. We are very sorry about this delay, but, as the letter was in a plain envelope, our treasurer probably thought it was from some collection agency and gave the missive no further notice. Kindly mark your future letters "Personal" to insure their getting attention.

We are enclosing you a photograph of our elegant new chapter house. The garage (extreme left) and the back porch are already paid for. Because of our Ponzi-like ability in all lines of business and finance our members are the shining lights in Alpha Kappa Psi, the well known rival of Zeta Beta Tau. Of course we have many other shining lights, but as we understand that of late years the national fraternity tends to frown on that sort of thing, we will not incorporate their activities in this report.

We are also sending you an interior view of our house the day before

*When in Butte
Eat at the*
Chequamegon

E. W. LITTLE
Proprietor



BUTTE

MONTANA

"Unusual quality, at prices that
make the quality ever more pro-
nounced."



A
Real
Young Men's
Store

Young men who may be termed
neatly dressed find themselves that
the true art of being well dressed
is by wearing only the makes of
apparel that possess that marked
degree of style and quality appear-
ance.

Where Spaulding Athletic Goods
Are Sold.

BOUCHER'S

R. M. HOBBS, Mgr.

29-31 W. Park

Butte

Your education is not complete until you learn how to save money

We offer every inducement

METALS BANK AND TRUST COMPANY

Established 1882
BUTTE, MONTANA

OFFICERS

CHARLES J. KELLY
Chairman of the Board
President
JAMES E. WOODARD
C. C. SWINBORNE
Vice-President
JAMES T. FINLEN

Vice-President
R. W. PLACE
Cashier
J. L. TEAL
Assistant Cashier
J. J. BURKE
Assistant Cashier

DIRECTORS

John D. Ryan
Cornelius F. Kelley
Thomas A. Marlow
Charles J. Kelly
J. Bruce Kremer

L. O. Evans
Harry A. Gailwey
Chas. C. Swinborne
James T. Finlen
John E. Corette

We Are

Headquarters

For

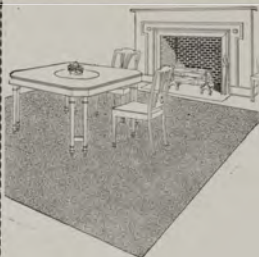
Quality Merchandise

If Your Local Merchant Cannot Supply Your
Needs, Let Us Serve You.

Connell's

BUTTE, MONTANA

29 YEARS OF HOMEFURNISHING



We have furnished Draperies,
Floor-coverings and Furniture
for many of the finest residences
in Montana.



BUTTE

HOTEL RAINBOW

GREAT FALLS
MONTANA

The Hotel Rainbow is still
living up to its nationally
known reputation as "The
best Hotel in Montana"—
Service Unsurpassed. The
Meeting Place of Northern
Montana



"The Hotel You're Heard Of"

A. J. BREITENSTEIN
Manager

The Rainbow

Great Falls

McKAY ART COMPANY



Pictures and Frames
Books and
Gift Novelties
Kodaks and Supplies
Developing, Printing
and Enlarging

MISSOULA

MONTANA

our baseball game with the Sigmy Chese. You will notice the baseball cup which adorned our mantel at that time. If them birds hadn't had a rabbit's foot, and a Roy Gardner for a umpire we would still have a cup over the fireplace, but you can't beat that kind of luck.

Hoping that other chapters have had better luck along this line we are as ever

The cream of the west,
Montana Chapter of Sigma Phi Epsilon.

A. D. A. House,
Missoula, Montana.

Beta Theta Pi,
Union Bakery Bldg., Chicago.

Gentlemen:

Lest the mutual benefit and desirability of your organization with Alpha Delta Alpha should fall into some inconspicuous nook in the background of your respectively copious cerebral cavities, we of the seventh annual chapter, in the second generation of the aforementioned aggregation of grade-getters hereby take the liberty of calling ourselves into the limelight of your benevolent glance.

That we are good—students, the seven years of scholarship cups on our

Try a Carton of

Pep-o-Wheat

"The ration of a nation."

Worth as food its price
as sold.

Worth in health its
weight in gold.



Made by

**Stevensville Flour
Mills Co.**

STEVENSVILLE, MONTANA

**Bitter Root Co-operative
Creamery Co.**

Manufacturers of Dairy Products
from all tuberculin tested cows.

— Wholesalers of —

**BUTTER
BUTTERMILK
CREAM
EGGS**

ICE AND ICE CREAM



Stevensville - - Montana

Montana Has Built a Great School for Montana People

Because scientific knowledge is the basis of economic progress in any commonwealth, the State of Montana has maintained at Bozeman a school which teaches the higher branches of science to youth of this state.

At this school the Treasure State is training its future engineers, its agricultural experts, its chemists, teachers for its high school science and art subjects, office executives, entomologists and botanists, horticulturalists and—yes, its homemakers of the next generation.

MONTANA STATE COLLEGE

Is equipped splendidly, and its faculty has met the problems of training with unvarying success. Five new buildings are now being completed. The work of Montana State College ranks with the best scientific schools of the United States.

For information about the College of Engineering, College of Agriculture, College of Applied Science or College of Household and Industrial Arts, write to

ALFRED ATKINSON, President

Bozeman, Montana



The initials of a friend

You will find these letters on many tools by which electricity works. They are on great generators used by electric light and power companies; and on lamps that light millions of homes.

They are on big motors that pull railway trains; and on tiny motors that make hard housework easy.

By such tools electricity dispels the dark and lifts heavy burdens from human shoulders. Hence the letters G-E are more than a trademark. They are an emblem of service—the initials of a friend.

GENERAL ELECTRIC

mantel bear mute but irrefutable witness. Consequent upon our superiority in scholastic endeavor, we suffer fewer casualties of the boot than any other organization on our campus. This alone should make you anxious to sign us up.

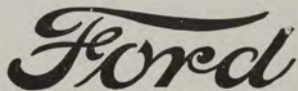
But our accomplishments range to other fields betimes, an occasional gambol on the ballroom floor, a roasted weiner on the shores of Lake Seeley, or a quiet evening on the davenport with lights dimmed for the relief of book-weary eyes. Of course the earnestness of our purpose precludes the possibility of any of these diversions becoming habitual afflictions, but it is not unwise to keep in mind that unique bit of Shakespearean philosophy, "All work and no play, etc., ad nauseum."

In conclusion we seem forced to remark that it would be the ant's smoking jacket, as it were, should you see fit to answer this communication with a contract for merger whereby we change our name and you become one of us. Be assured, in the event of such action on your part, that you will not be disgraced with even the semblance of the Bacchanalian revels which have characterized such events in the past. Our rejoicing will be purely of an intellectual nature.

Yours for a good crust,

Alpha Delta Alpha, University of Montana.

Petitioning Beta Theta Pi.



THE UNIVERSAL CAR
THE FORD SEDAN

An all-weather car—this pretty thoroughly describes the Ford Sedan.

In rain or cold weather it is a cozy, comfortable, enclosed car; in warm weather, an ideal Touring Car. The plate glass windows are raised or lowered in a minute's time. The Ford Sedan is always in accord with your wishes. Finely upholstered; equipped with electric starting and lighting system; demountable rims and tire carrier in rear; instrument board on dash; the Sedan is a car of convenience and class, and has proven a favorite family car. Yet the reliable Ford chassis and motor are a part of the Ford Sedan and that means low upkeep cost, ease of operation, and durability. The Ford Sedan is just as popular on the farm as in the city. It fits family needs everywhere.

Come in and see the Ford Sedan. If you want one, place your order now. Orders are filled in the same sequence they are received. Make us your Ford headquarters, as we are experts with the famous "Ford After-Service."

H. O. Bell & Comyany

MISSOULA

MONTANA

The New Economy!

Economy does not mean mere saving of money, although this is essential to success. It means the careful distribution and administration of money, for the line between saving and administration is very small.

A man may possess all the talents of a money-maker—a store may possess all the requirements of increasing profits and both may fall short of achievement.

Yet the cause is not difficult to find—just a little more in the distribution of money—a little more wisdom in knowing how much real value the hard-earned dollar is getting for us—a little more insistence on reasonable prices that merchant and customer may share equally the benefits of a fair profit—a little more confidence in simple statements of facts, a little more reliability in the statement of value—all this would lift the man or store out of the ordinary and develop an individuality that would command a Nation-wide assurance of better times.

The J. C. Penney Company set this standard for their 312 stores and are earnestly striving to maintain it. Before the days of the advertising message through the newspapers, our customers carried the message of our economy.

It established the foundation for our progress and present prosperity. It is a new economy on sound principles—not how much money earned and spent, but how much money earned and wisely administered.

J.C. Penney Co.
A NATION-WIDE INSTITUTION
371 DEPARTMENT STORES

Missoula, Montana



**SOUND
ADVICE**

Dirt causes fabric wear. We remove it absolutely with OUR DRY CLEANING.

**FASHION
CLUB CLEANERS**

PHONE 143  525 S. HIGGINS

HUGH T. FORBIS, President
J. HOWARD TOOLE, Vice Pres.
ARTHUR E. DREW, Treasurer
NORMAN C. STREIT, Secretary

INSURANCE OF ALL KINDS

*Investments
Bonds
Real Estate*

**FORBIS-TOOLE
COMPANY**

Smead-Simons Bldg.
Missoula - - - Montana

Sigma Nu House,
Missoula, Montana.

Dearest National Headquarters:

Be so kind as to receive our report for the school year just closing. As ever, Sigma Nu has during the past year, been very active in all University affairs. We have had several very successful firesides, to say nothing of our epoch-making barn dance of last fall. The brothers continue to have things almost all their own way in getting the keen dates. During the year Sigma Nu has, as ever set the style in haircuts and trouser cuffs. Joe Kershner, who made his letter in 1820, is working on a local paper and his letter makes a good appearance to all those who care for that sort of thing. However, we have several class A bridge-players and some of the more virile of the boys are going out for tennis. Rule and Dixon descended among the hoi polloy long enough to get a track and baseball letter, respectively. It's funny how much energy some people have.

To keep the southern atmosphere, in which our fraternity was founded, we all make it a practice to keep as close to the fireside as possible and most of our activities take place there.

We hope all other Sigma Nu chapters can report as well.

Yours fraternally,

Gamma Phi of Sigma Nu.

P. S. What actions did the national convention take on derby hats?

The Oldest National Bank in Montana

Established 1873

The First National
Bank

MISSOULA, MONTANA



4% *Interest and National Bank
Protection for Your Savings*

Our photos compel
the admiration of
the majority of the
people.



PASCHAL'S
STUDIO

Our Prescription
Department Is
Unexcelled

Complete Lines of

*Candies, Stationery
Cameras and
Photographic Supplies*

The House of Service

MISSOULA DRUG
COMPANY

MISSOULA

MONTANA

HOPKINS
TRANSFER
COMPANY

We Hurry

PHONE

38

Office:

FLORENCE HOTEL LOBBY

Missoula, Mont.

JOHN
FORKENBROCK

EMBALMER

and

*FUNERAL
DIRECTOR*

Motor Equipment

Lady Licensed Embalmer
Assistant

Phone 130

106 West Main

500 University Ave.,
Missoula, Montana.

Dear Brothers of G. H. Q. Chapter:

Montana Alpha, otherwise known as Phi Delta Gamma, has a little complaint to make; the remedy for which will necessarily take the form of a proposition. Now propositions are not ordinarily nice . . . or even permissible, but since it is a remedy we are after, you will have to be propositioned.

Laying aside all equine neck attire, we feel ourselves forced to call your attention to the fact that aside from an unchallenged claim on an entire sisterhood, a dean of men, a chancellor and a reputation, we have the toughest leather pusher in school, for all of which reasons it appears to us—and here comes the proposition—that G. H. Q. should be incorporated into our chapter, and all the furniture, office equipment and Venus lead pencils of aforementioned grand headquarters shipped hither immediately.

Trusting that a prompt shipment will make it unnecessary for us to mention this matter again, we remain

Yours for a Bond,

Montana Alpha of Phi Delta Gamma.

BUTTE CLEANERS

"Kleaners That Klean"

Student Work Is Our
Specialty

CALL 500

SUITS CALLED FOR AND DELIVERED

OUR RECORD IS OUR
BEST ADVERTISEMENT

508 South Higgins Avenue

Missoula, Montana

Attention Insurance

Buckbee Mears writes insurance for advertisers: It is called "Attention Insurance."

Many readers look at advertisements but do not see them. Lots of folks see advertising but do not **read** it.

Buckbee Mears will be glad to insure your advertising against loss by inattention, for it is their function to make people actually read your messages.

They accomplish this by furnishing you illustrations, layouts and plates so powerful, so attractive, so full of your story and so harmonious that people just **have** to read your sales stories.

BUCKBEE MEARS
COMPANY

Designers and Engravers

SAINT PAUL, MINNESOTA

One Hour with the Eight Wise Men

(Continued from Page 247)

"Tom and Gayle went hiking,
The same as you and I.
'Twas automobile riding,
The same as you and I.
Tom came back a grinning—
The same as you and I.
Gayle to violets was clinging,
The same old Alibi."

"Mr. Chairman, since Matt can't remember any more of the ones told that night, I remember one that Sergeant Truman told me."

"Sit down."

"What's that to do with high school frat men in college?"

"The sergeant said that—"

"Mr. Chairman, I move we discuss Doe Jesse."

"No, I'd like to know if Ken Simmons is gonna be eligible for tennis."

"Is he engaged to Miss Metlin?"

"The sergeant said that Chauncey Oleott once said—"

KELLEY'S :: Cigar Store ::

MISSOULA MONTANA

Only the Finest Key West and
Domestic Cigars

Turkish, Egyptian and Domestic
Cigarettes

Billiard Parlor in Connection

"Meet Your Friends at Kelley's"

OWEN KELLEY, Prop.

Phone 744 223 Higgins Ave.

Soda Fountain in Connection
Home-made Ice Cream
Fancy Dishes

"WHERE THE STUDENTS
MEET"

The COFFEE PARLOR

Finest home-prepared things to
eat, and

Montana's best made Coffee to
drink

Open 7 a. m. until 11:30 p. m.

Mrs. T. J. Walterskirchen

Missoula - - - Montana

*"The Store of the Town for
Men and Women"*

Barney's
FASHION SHOP

*"If It Comes from Barney's It
Must Be Good"*

Bourdeau Mercantile Co.
— INC. —

GROCERIES and MEATS

833 South Higgins Avenue

*Like the Politician would say:
"We stand on our record."*

Having catered to the public the last ten years, with the best of groceries and meat, we have with fair dealing built up a growing business.

Thanking you for your patronage in the past,
hoping to receive the same in the future.

PHONES—Grocery, 610 and 1189; Meat Market, 423.

"I think, gentlemen, that Mr. Pierce has the floor."

"All right, Billy Sunday."

"Another disgraceful affair happened at my house. Now I think that we should go on record against holding any such parties in the future."

"Sure. Second that motion."

"All in favor say aye." "I—I—I—I—I—I—I—I."

"Say, Matt, was who I think was there there?"

"No, 'cause he had another date and—"

"Sergeant said that the woman said to Chauncey—"

"Mr. Pierce has the floor."

"He'll have it to look at in a minute if he don't get somewhere."

"Wonder if Maxine left school because—"

"Gentlemen, I have come particularly tonight to tell you about the disgraceful affair on the Phi Lam house party when Johnny and Florence fell in the creek."

"The meeting will please come to order."

"Now then, gentlemen, I understand that a new local is to be formed."

"Well, they will petition admission."

"Let 'em petition."

"I don't like petitions myself. Beta says—"

"Let's put it up to the houses at next meeting."

"Sure."

American Bank

and

Trust Company

OF MISSOULA

4 Per Cent on Savings and Time
Certificates



*Members of
Federal Reserve Bank*

MISSOULA - MONTANA

*The cozy Little Theater
around the corner*

Rialto
BEST PICTURES ALWAYS

*We hope to see you
often, Students*

LIGHT

WE AIM TO SERVE
THE PUBLIC

Efficiently
Economically
Courteously



MISSOULA LIGHT
AND WATER CO.

HEAT

POWER

WATER

"Fine."

"Great."

"I will speak to my brothers about it."

"Any more business?"

"Let's eat."

"As I was saying, the sergeant said that Chauncey said—or was it the woman—anyhow, somebody said, 'I'll give you'—"

"Shut up; let's eat."

Phi Sigma Kappa House.

Missoula, Montana.

Dear National Headquarters:

We congratulate you upon our installation. It has been carried out with all due ceremony and most of the boys were carried in in the same manner. We want you to understand that you got a pretty swell dish when you sent us that charter on approval last Xmas. When we wrote to you last fall we told you that there were seven other fraternities at the University here but now that we are in a position to tell the truth, we will say that, outside of ourselves, you wouldn't know there were any fraternities on the campus if it wasn't for the student directory. The other seven so-called fraternities are cheap boarding houses and that is about all you can say for

THE
WESTERN MONTANA
NATIONAL BANK

MISSOULA, MONTANA

UNITED STATES DEPOSITARY

<i>Capital</i>	-	-	-	<i>\$200,000.00</i>
<i>Surplus and Profits</i>	-			<i>100,000.00</i>

Officers and Directors

F. T. Sterling, President

J. H. T. Ryman, Vice-Pres.

Newell Gough, Cashier

Will H. Clark, Asst. Cashier

G. A. Wolf

C. F. Kelley

L. O. Evans

W. L. Murphy

BAKER & WALFORD

THE ELECTRIC SHOP

Florence Hotel Block

Phone 581

Quality

PHONE 48

Economy

FLORENCE LAUNDRY COMPANY

Service

"Lauderers to Particular People"

Reliability

PERRY FEUL & CEMENT CO.

COAL

WOOD CEMENT

PLASTER

LIME

FERTILIZER

Office: 244 Higgins Ave.

Phone 400

MISSOULA, MONTANA

STRATFORD *and* STYLEPLUS CLOTHING

The TOGGERY

Young Men's Shop

Always the Latest
in Furnishings

The Smartest Styles
in Oxfords and Shoes

228 Higgins Avenue

them. When it comes to doing anything at the University you would think they was the Dean of Men or somebody; they just ain't there.

This year we had two class presidents. The Phi Delts said the reason we got them is that we take in the whole human race. Them cake-eaters is wrong about us taking in the human race but it's a cinch that they didn't get any of its members. Red Neil is strong with the women and they like that cave-man stuff.

We notice that there is a telegraph pole on your coat of arms and we got the live wires to hang on it.

If the national fraternity ever gets into difficulties, just let us know and we will fix things up for you.

Graciously yours,
Iota Nu chapter of Phi Sigma Kappa.

Sigma Alpha House,
Missoula, Montana.

Dear Sigma Alpha Epsilon:

Us fellows down at the house have been talking it over among each other and we decided that it would be nice if you would send us a charter by return male. We are enclosing stamps for parcel post on the same. If you don't send us a charter pretty soon we will probly proposition some

ARTISTS' MATERIALS

COLORS

DRAWING PAPER



PICTURE FRAMES



SIMON'S

310-314 Higgins Ave.

For Your Vacation Take a

KODAK

With You

—at—

Smith's Drug Store

—and—

South Side Pharmacy

Columbia Grafonola and Latest
Records

Printing and Developing

Agents for Eastman Kodaks

—and—

Kodak Supplies

WILMA THEATRE

*The House of
Quality*

The best of Pictures at
all times

NORTHWEST THEATRE CO.
Incorporated

"A good place to trade"

PETERSON DRUG CO.

STORES:

118 North Higgins Ave.
232 North Higgins Ave.
337 North Higgins Ave.

Eastman Kodaks and Films

Expert Developing and Finishing.
Die Stamping.

Stationery, Programs, Etc., done
in our own plant.

MISSOULA LAUNDRY

Prompt and Careful
Service

TELEPHONE 52

We do all darning and mending,
including your hose, free
of charge.

HIGH GRADE

Pianos, Victrolas and
Sheet Music

*Headquarters
for teaching material
for University School
of Music*

Dickinson Piano
Company

208 HIGGINS AVENUE
MISSOULA, MONTANA

other nashnul what advertises in Baird's catalogue. Of course we have our own reasons for giving your outfit the first chance. You see, if we got to join a nashnul it might as well be Sigma Alpha Epsilon as then we would only have to get one new letter to hang on the front of the house and Avon Frazier is saving a tin one which is just the size of ours which he stole off'n a sign down town. And then, all us fellas call ourselves Sig Alfs and we have built up a fine reputation around this name and you sending us a charter will save us the trouble of getting a new nickname and having to make a new reputation. We will try to put on as good a installation as the Karnakers did, although some of the fellas say they don't like the taste of the stuff, but we all believe in doing things at least as well as the other frats.

From now on we plan to take in a lot of men as there are the seven other Moe brothers and we are getting some other good families lined up. Us fellas sure have a lot of fun. One day we put salts in Prentice Stagg's coffee and he didn't find out about it for quite a while. Of course you have heard before that Governor Joe Dixon has joined our frat. Brother Joe has a sense of humor and is well liked by many people. Well, guess we better not write much more as you will probably want to be getting that charter down to the postoffice.

Yours for a good Montana chapter,

Sig Alf Frat.

J. M. KEITH, President	S. J. COFFEE, Vice President
R. C. GIDDINGS, Cashier	LEONARD LARSON, Ass't. Cashier
W. J. CRUSE, Ass't. Cashier	

MISSOULA TRUST AND SAVINGS BANK

<i>Capital Stock</i>	-	-	\$200,000.00
<i>Surplus</i>	-	-	\$ 50,000.00

DIRECTORS

S. J. Coffee	W. M. Bickford	G. T. McCullough	J. R. Daily
J. M. Keith	H. P. Greenough	R. C. Giddings	

Four Per Cent Per Annum Paid on Saving and Time Deposits

Alpha Tau Omega House,

Missoula, Montana.

Dear Headquarters:

Thanks for the charter. Swords said we'd get it, 'cause it was pretty handy.

Swords also says to write you fellows a letter, telling about the activity we've gone through since we became a big national. Well, we got a dandy pin studded with electric lights which we hangs up every time we can see our way clear to pay the juicer bill. Gee, it sure is a peach! During track meet it hung up there so bright that nobody could notice the M which the interscholastic committee gave us to hang up. Then those Sigma Chi fellows thought they would be just as good as we are and put their pin on top of Waterworks hill, and lit it up one night. Some say it was the Ku Klux Klan that did it, but we know better—they can't slip any of this interfraternity politics over on us.

Swords says also to tell you about our orchestra. We got a dandy. We practice every night, and you ought to see how the Sigma Alphas envy us. They are a pretty good bunch, though. Swords says so. Swords also says to tell you about the dirty deal we got in Varsity Vodvil. We didn't get the cup, but we sure rated it. Swords says so himself. We had the best orchestra on the program. Our pledge dance was given a little while ago.

115-117-119 West Front Street
Phones 117-118

The John R. Daily Co.

Wholesale and Retail Dealers in
**FRESH AND SALT MEATS,
FISH, POULTRY and OYSTERS**

Packers of

D A C O
(Pride Mark)

HAMS, BACON and LARD

Branches:

MODEL MARKET

309 N. Higgins Ave., Phone 135

MONTANA MARKET

509 S. Higgins Ave., Phone 331

PALACE MARKET

120 E. Cedar Street, Phone 245

Residence Phone 160 Blk.
Office Phone 1111-W

"YOURS FOR ATHLETICS"

John Pope

HEATING
and
PLUMBING



Basement Hammond Block

MISSOULA - MONTANA

THE MISSOULIAN PUBLISHING CO.



Printers, Publishers
and Bookbinders

Commercial Lithographers

*The Largest Printing Plant
in Montana*



PHONE 456



FOR RESULTS



THE TWO A's OF SUCCESS

They are Ambition and Action. The two spell Achievement. Ambition is a state of mind. Ambition must exist before Action can function intelligently. But Ambition alone cannot win success. It merely furnishes the motive power effective.

Dream, aspire, hope—but don't forget to DO! Analyze every example of high attainment. Action no less than ambition was the creative force. Action means doing the thing at the hand so well that we may be given better things to do.

The Ambition of this store to serve you better from day to day is reflected in constant Action to that end.

MISSOULA MERCANTILE CO.

Swords said we had better have our orchestra play, so we did. Swords said it sounded fine. Our orchestra is a good one. Swords said so.

We are not very active on the campus yet, but Swords says we will be. We have a Bear Paw or two, and Swords said to tell you that. The A. D. A.'s, the SPE's and the Phi Sigma Kappas live on the same street we do, but Swords says that's all right, because they don't bother us.

The Sigma Alphas beat us in interfraternity basketball, but Swords says that it wasn't very important, because Alpha Tau Omega doesn't care much about that the first year. Just so long as we get our dues paid, that's all right, Swords says.

Well, we want to congratulate you on our chapter. Swords says we are a fine bunch of boys, and we are getting to think so ourselves.

Fraternally,

Karnak Chapter, A. T. O.

THE END



AUTOGRAPHS

AUTOGRAPHS

