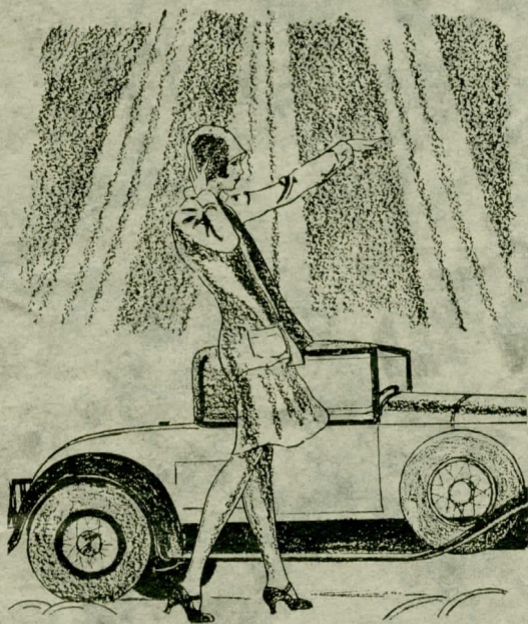
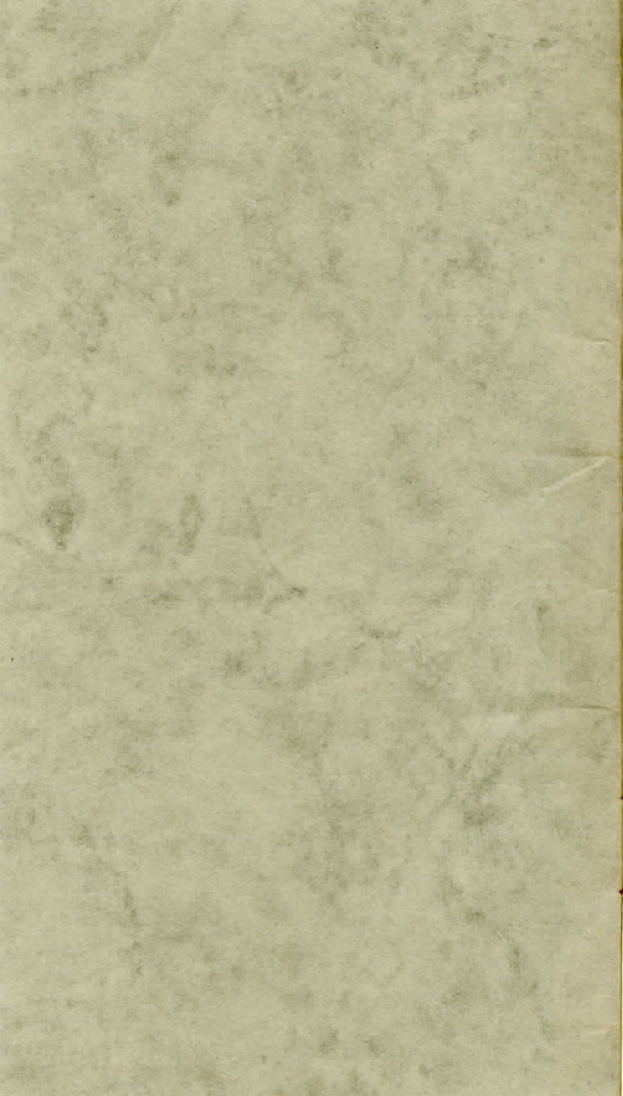


The Linden Leaflet



A
SHOPPING GUIDE
1930



IT IS UP TO
YOU
TO PATRONIZE THESE
ADVERTISERS

Who, by Their Patronage,
Have Helped to Make
Possible

YOUR

1930 *“Linden Leaves”*

THE SHOPPING GUIDE

Why don't you take a look
Inside your shopping book,
 Before you go a-prancing off to town?
It will tell you where to shop,
Where to get your soda pop,
 And where to have a good time all around.

There are heaps of stores to try,
And heaps of things to buy,
 When the month's allowance still has not been spent.
There are places, too, to eat,
Down there on old Main Street,
 When on feast and jollity alone you're bent.

It tells you where to buy
Every single school supply,
 And all sorts of little knicker-nacks and notions;
And it tells you where to go
Saturday night, to see a show,
 When you want to exercise all of your emotions.

If it's Saturday you're intending
In St. Louis to be spending,
 Put the book into your purse; it isn't wide.
You'll be mighty glad to use it—
Be careful and don't lose it!
 It's a very handy little shopping guide.

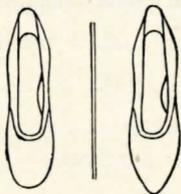
Vogue BOOT SHOP

*St. Louis' Smartest
Footwear Shop*

Always first to present the season's
most authentic styles and materials in
smart footwear for the College Miss.

NOW FEATURING
THE THRILLING NEW

VOGUE NARO-TOE STYLES



Vogue
Short Vamp

Vogue
Naro-Toe

COPYRIGHT

AND ALSO A COMPLETE LINE OF
VOGUE SHORT VAMPS

“QUALITY PRINTING”

**BOTTANI
PRINTERY**

F. N. BOTTANI
Proprietor

120 N. SECOND STREET, ST. CHARLES, MO.

Who is it that has a full line of Cosmetics?
Who is it that makes the Best Sundaes?
Who is it that calls your Taxi for you?
Who is it that has given forty years of
Exceptional Service?

Of Course, It Is

**Charles E. Meyer's
DRUG STORE**

New Strand Theatre

ST. CHARLES, MO.

Pictures run directly in St. Charles
after the first-class theatres in St. Louis

SYNCHRONIZED MUSIC AND
TALKIES

Very Best of
COMEDIES! NOVELTIES!
NEWS REELS!

Come to the Show!
Eat Candy and Popcorn!
Have a Big, Jolly Time!

Pictures for Friday and Saturday nights and
Saturday matinees selected especially with
the idea of pleasing LINDENWOOD GIRLS.

YOUR REQUIREMENTS

of

HATS	"QUEEN QUALITY"
COATS	SHOES
DRESSES	HANDKERCHIEFS
UNDERWEAR	HOSIERY
NECKWEAR	

and many other items can be supplied in the style and colors you want at very Reasonable Prices.

We would be pleased to have you call and see our Complete Showing.



WITH YOUR PURCHASES
AS AN EXTRA SAVING

A. R. Huning Dry Goods Co.
ST. CHARLES, MO.

DISILLUSION



Two girls one day got on a bus
That went to Kansas City;
They had to sit right by a man
They thought was cute and witty.

They soon engaged in college talk,
And, much to their surprise,
The man had gone to Kansas U.;
Was one of the Sigma Chi's.

He knew some boys from their home town;
He didn't even stall;
He asked their names and school address,
And promised he would call!

He left the bus in half an hour,
And bid a fond good-bye;
The girls looked out to wave again,
For he had caught their eye.

The sight they saw was quite a shock—
They almost shed a tear!
The man embraced a pretty girl,
And—called her "wifey, dear."

—DOROTHY DINNING.

WHEN YOU NEED LUMBER, ROOFING,
PLASTER, OR WOODWORK TRY

C. J. HARRIS LUMBER CO.

The Old Reliable

U — S A N — O

"THE PERFECT CLEANER"
and

N-S-P QUALITY PRODUCTS

Manufactured by

National Sanitary
Products Co.

ST. LOUIS, MO.

WALLENBROCK'S

PURE FOOD AND FRUIT STORE

105 N. Main St.

Wonderful Baked Ham
Pickles, Cheese
Cakes, Crackers
Mayonnaise made daily
Delicious Fruits

Always at

WALLENBROCK'S

STEINBRINKER'S

*Furniture Dealers
and Undertakers*

305 NORTH MAIN

ST. CHARLES, MISSOURI

HELEN MELBA

BEAUTY SHOP

1530 CLAY STREET

Call 362

For Appointment

WELCOME INN

24-Hour Service

FIFTH AND CLAY

On Highways "40"
and "61"

TOPMOST BRAND

*Highest Grade
Canned Foods*

Tibbitts-Hewitt
Company

ST. LOUIS, MO.

DRINK

"ZEISLER'S" SODA WATER

A Pure Sugar Drink

YOU CAN LOOK YOUR BEST AT ALL
TIMES IF YOU USE OUR
CLEANING SERVICE



Rechtern Cleaning Co.
216 NORTH SECOND STREET

TEACHERS ARE EASILY DECEIVED

If you do not know your lesson:

Sit on front row under teacher's nose and look intelligent. If arranged alphabetically, sit in accustomed place and look intelligent.

Wave your hand frantically when you are sure teacher will call on someone else.

When teacher does not call on you, look very, very grieved.

Display a mild skepticism and cynicism when other members of the class are reciting.

Seem to be taking notes busily and teacher will be loath to interrupt your industry. (In reality you may be writing letters.)

But if, by chance, you have not the native ability to do all these things, take your cuts, over-cut, and when the dean lectures on the evils of over-cutting, wear a look of withering disgust for all who have been so imbecile.

OUR BUSINESS IS "GROWING"
CUT FLOWERS — POTTED PLANTS
FOR ALL OCCASIONS

We Specialize in Bouquets and Corsage Work

PARKVIEW GARDENS

BEN RAU, *Florist*

TELEPHONE 214

ST. CHARLES, MO.

*The Leading Newspaper
of St. Charles*

THE DAILY COSMOS- MONITOR

COMPLETE
JOB PRINTING
DEPARTMENT

*Best Work at Reasonable
Prices*

AN ODE TO THE GRADE CARD

Oh, what is so rare as a day in
June?
Then, if ever, come anxious
days,
Then we find, if our mind's
been in time,
As fearfully on the Dean's
notice we gaze.
Whether we look or whether
we listen,
We hear some sobbing, and
see tears glisten.
The effort we put forth with
all of our might,
The hopes that had mounted
to castle and towers,
The striving we hoped would
bring to us light,
Lie buried in grief without
any flowers.

—ELIZABETH JEFFREY.

DENKER BAKING COMPANY

106 N. MAIN ST.

923 N. SECOND ST.

A Complete Line of Bakery Products

DECORATED CAKES

CAKES AND PASTRY

EDWIN DENKER

Florist

The Man Who Helps

LINDENWOOD

"Say It With Flowers"

400 CLAY STREET

PHONE 175

PHONE 840

JOS. A. BOTTANI

Contractor for

REINFORCED CONCRETE, STONE
and GRANITOID WORK

532 N. BENTON AVE. ST. CHARLES, MO.

This Volume of Linden Leaves,
YOUR Yearbook, will recall
many happy memories of days at

LINDENWOOD

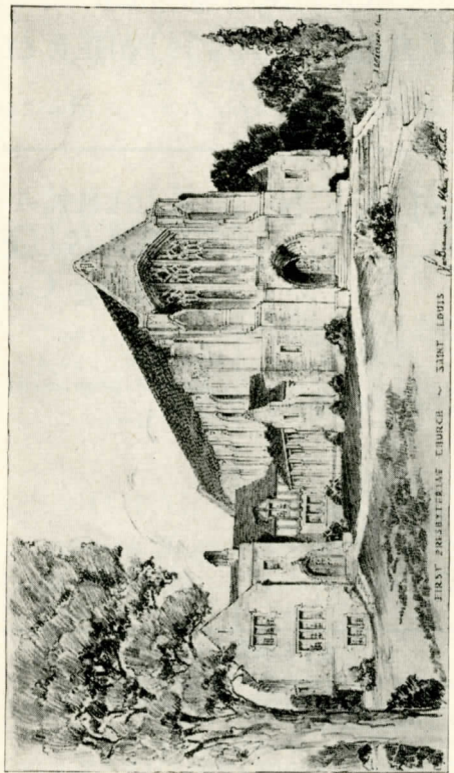
May Your Loyalty Continue

LINDENWOOD Will Always
Serve You Heartily

JOHN L. ROEMER

President

ST. CHARLES, MO.



LA BEUME & KLEIN, ARCHITECTS—ST. LOUIS, MO.

CONSULT US ON YOUR
BUILDING PROBLEMS

J. H. HACKMANN LUMBER CO.

106 N. MAIN STREET

ST. CHARLES

MISSOURI

MIKE'S
Drug Store

HOME-MADE CANDY
KODAKS
and
SPORTING GOODS

Buy at

MIKE'S

He's Your Friend

**CLARK-
SPRAGUE**
Printing Co.

*Direct Advertising
Service*

1901 LOCUST STREET
ST. LOUIS, MO.

CAN YOU IMAGINE

A dance in the gym without a grand march?

The Sophomores not asserting themselves?

Ruth Teter studying?

The post-office not crowded at 12:45?

Dr. Reuter not discussing a serious topic with someone?

Jo Bowman not in a play or not writing one?

Miss Schaper walking slowly down the hall?

Margaret Wolf not in the tea room at 10:00 a. m.?

Iris Fleischaker not wearing her pretty stocking cap?

FIRST NATIONAL BANK

of ST. CHARLES, MO.

J. A. SCHREIBER *President*
GEO. H. KUHLMANN *Vice-President*
CHAS. B. MUDD *Cashier*

DIRECTORS

CHAS. J. DAUDT GEO. H. KUHLMANN
JOHN H. HACKMANN JOS. A. BOTTANI
DR. B. K. STUMBERG DR. JOHN L. ROEMER
 J. A. SCHREIBER

TOTAL RESOURCES
\$1,500,000.00



Member Federal Reserve System

Under the Supervision of the United States Government

Home

“The maples still have shadows for the walls,
The low-beamed rooms receive me once
again
Into their quietness; the steep-staired halls
Await my coming—
—I am home;
And very, very glad to have it so!”

Modern wall decorations will lend
enchantment to your home.

HENRY BROEKER

*Decorating—Wallpaper
Painting*

103 NORTH MAIN STREET

ST. CHARLES

MISSOURI

Electrical Supplies and Appliances of All Kinds



GIRLS—

Make OUR Store Your
Waiting Room, When
Down Town

—————
You Are Welcome
—————

UNION ELECTRIC CO.

104 SOUTH MAIN STREET
ST. CHARLES, MO.

Judy: When I sing I get tears in my eyes. What can I do for this?

Brodie: Stuff cotton in your ears.

Ambler: There are several things I can always count on.

Teddy: What are they?

Ambler: My fingers.

Betty Palmer: What is the date?

Teacher: Never mind the date, the exam is more important.

Betty: Well, I wanted to have something right.

Miss Mortenson: What three foods are required to keep the body in health?

Alice McLean: Breakfast, lunch, and dinner.

BoBo: If I'm studying when you come in, wake me up.

YOUR PATRONAGE
DESERVES OUR CONSTANT
EFFORT TO SERVE
YOU BETTER



ICE CREAM

St. Charles' Dairy Co.

BRAUFMAN'S

*The Style Shop for the
College Girl*

MAKE OUR SHOP YOUR HEADQUARTERS
Always, the Latest in

COATS DRESSES
HATS LINGERIE
and ACCESSORIES

AT

BRAUFMAN'S
Successors to Buell's

143 N. MAIN

ST. CHARLES, MO.

UNION SAVINGS BANK

The Old Solid Bank of St. Charles

ORGANIZED 1870

CAPITAL *and* SURPLUS \$315,000.00

TOTAL RESOURCES \$1,530,000.00

J. F. RAUCH *President*
H. H. STEED *Vice-President*
GUS H. WILKE *Cashier*
EDW. SCHNEDLER *Ass't Cashier*
O. I. RAUCH *Ass't Cashier*

WILLBRAND'S

DRY GOODS
SHOES

FOURTH AND CLAY
ST. CHARLES, MISSOURI

"The Gift Shop"

MILTON E.
MEYER
JEWELER

Expert Repairing

WEST END MARKET

NESSLAGE & KOHLENHOFFER

Groceries, Meats
Confections and
Hot Lunch

PHONE 480
ST. CHARLES, MISSOURI

WEST END TAXICAB CO.

De Luxe Service

PHONE 800

CITY PRICES

One Passenger.....25c
Two Passengers.....30c
Three or more.....10c each

FRANK F. AHMANN

Dealer in

News, Books, Stationery,
School Books and Sup-
plies, Blank Books, Office
Supplies, Seasonable
Sporting Goods, Tobac-
cos, Cigars, Fine Pipes
and Smoker's Articles.

*Daily and Sunday deliveries o
St. Louis papers and magazine*



ASK YOUR GROCER

WILBUR L. CARPENTER

Barber

SIXTH AND JEFFERSON

BRUN'S SHOE SHOP

QUALITY SHOE
REPAIRING

Quick Service

MYLES

SEVENTH AND ST. CHARLES

ST. LOUIS, MO.

A Smart Young Girls' Shop

Where

LINDENWOOD

STUDENTS

Are ALWAYS Welcome

*Make OUR Store Your Meeting Place
When You Come To Town*



A MOST COMPLETE LINE OF APPAREL

AWAITS YOUR INSPECTION

SHOES	\$4.85 to	\$12.50
MILLINERY	5.00 to	25.00
DRESSES	10.00 to	79.50
COATS	18.00 to	195.00

GIRLS, LET'S ALL MEET AT THE
BUNGALOW—AUTO—CAMP
RESTAURANT

OH! THEIR FOOD IS SO DELICIOUS
COME, LET'S TRY IT

Location—Only Half Block From Our School

ST. CHARLES BUILDING DEPARTMENT STORE

The
H. G. Rauch Lumber Co.

at

MAIN AND CLARK STREETS

A CORDIAL INVITATION TO THE FACULTY AND
STUDENT BODY OF LINDENWOOD COLLEGE

This invitation is extended most cordially to visit this big, busy store. Our lines include Ladies' Shoes, Hosiery, Sweaters, Ties, Handkerchiefs, and many other items usually featured for women. We would like an opportunity to serve you.

Stahlbehl's
THE NEW RED STORE

1 PASSENGER, 25c

2 PASSENGERS, 15c EACH

3 PASSENGERS, 10c EACH

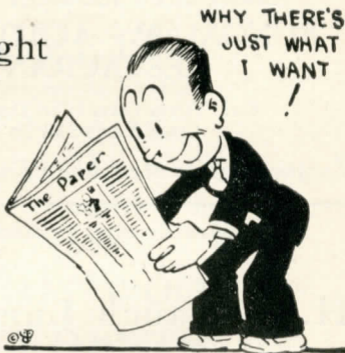
FORD CAB COMPANY

TELEPHONE 133

PASSENGERS PROTECTED BY LIABILITY INSURANCE

That's Right

*Read the
Advertisements of
St. Charles'
Merchants*



in

THE BANNER NEWS

Buy

CHAMBERLIN METAL WEATHER STRIPS

Chamberlin Metal Weather Strip Co.
St. Louis, Mo.

Headquarters for
SNAPPY SPORTWEAR

Palace
CLOTHING CO.

St. Charles, Mo.

You can't graduate from a
finer place than Lindenwood,
nor select better foods than
ROBIN BRAND

SUPPLIED BY

The Scudders-
Gale Grocer Co.

Selling Better Foods Since 1838

Is Izzy there?
No, he isn't,
But Noah is.

THRO
CLOTHING Co.

*St. Charles' Modern
Store for Men*

FOR BETTER QUALITY—
Facsimile Letters, Mime-
ographing, Classical
Printing of Invitations,
Calling Cards, etc., with
addressing service,

FACSIMILE LETTER
COMPANY

709 PINE ST. ST. LOUIS, MO.
Mail Orders Solicited

MRS. T. EFFINGWELL JONES

The Friday afternoon Bridge Club was in full swing, the chatter of feminine voices filled the air. Above the others could be heard the shrill, penetrating tones of Mrs. T. Effingwell Jones:

"Really, my dear, don't offer me another one of those luscious chocolates, because I simply can't afford to gain another pound! Oh, well, just one more then—one really cannot starve, you know, and I've stuck to that wretched pineapple and chop diet for a week now and . . . Think I'll try just orange juice for breakfast and luncheon. . . . My only comfort is to go to Taylor's Sweet Shoppe and watch the *whales* drop in. Really, my dear, I feel actually *thin* by comparison! . . . You ought to try raw cabbage and lettuce. . . . So tired of admiring a spiffy frock in the window, and then the saleswoman gives you one look and coos, "No madame. Not in your size. But here's a sweet little slenderizing model' . . . and she trots out a horror that looks like Great Aunt Agatha's nightgown!"

—MARGERY HAZEN.

SHATTINGER'S

PIANOS - MUSIC
331-335 ARCADE BLDG.
8TH & OLIVE STS.

Ruth Teter: Bacon and eggs; the eggs not too hard and the bacon rather crisp. Buttered toast without too much butter, and iced tea without too much ice.

Marie: Yes'm. And is there any special design you would like on the dishes?

A NEW INVENTION

A most helpful device has just been invented, the non-spraying grapefruit. This proves to be a boon to the breakfast table on Sunday mornings. The grapefruit fiend equips himself with eye-shield and windshield wipers before attempting to "dig" for the juicy fruit. Energy to propel the wipers is easily derived from the grapefruit eater's jaw motions. This device may also be found in the Book Store at the prices listed on the bulletin board. The prices vary, as they may be purchased in gold, silver, nickel, and other semi-precious metals.

Sightseeing Guide (on rubberneck wagon): And now, ladies, on your right you see the monument erected to a noble cause.

Tid Thomas: And what does it stand for?

Guide: Because, Miss, it would look silly lying down!

Save Money By Buying Your
Dry Goods, Rugs and Shoes

at
Kuhlmann's

324 North Main St.

St. Charles, Mo.

Be An Inquiring Customer

We welcome the customers who are in search of new and better foods and the opportunity to aid them.

Because of our desire to serve you better, we have secured many interesting booklets and folders which you will find in our Health Food Department, written by Food Authorities, answering specific questions regarding certain physical conditions, very easy to understand. There is no charge for them.

COME IN AND ASK ABOUT THEM

The Progress Mercantile Company

308 N. Main St.

St. Charles, Mo.

PROVERBS

He who has his lessons
Is sleepy.

He who borrows
Shall always have plenty.

To work is to earn—
Few students earn.

Usher (at Loew's): "Singles only."

Dorothy Gartner (with Iris and Suttie): "We'll take three if they are next to each other."

DORMITORY LAMENT

Of all sad words of tongue or pen,
The saddest are these—
"It's half-past ten!"

The
Sid Whiting Studios

GRAND AT WASHINGTON

OLIVE AT PENDLETON

ST. LOUIS, MO.

The Photography for the
1930 "LINDEN LEAVES"
was done by the Whiting Studio
on Olive Street



Operators

SID WHITING

BURREL ROGERS

The
1930 Linden Leaves

Is an example of better
Annual Designing and
Engraving as executed
by

**CENTRAL
ENGRAVING CO.**

114 NORTH SEVENTH STREET
ST. LOUIS, MO.

Creators of
**PRIZE-WINNING
ANNUALS**

DEMAND "CENTRALIZED" SERVICE!

This
Linden Leaflet
and Your
Linden Leaves

Were born “with silver
spoons in their mouths”
—for from their incep-
tion it was ordained that
they would be printed
and bound by

Rotz-Hugh Stephens Press

Builders of “KRAFT BUILT” School Annuals

JEFFERSON CITY, MISSOURI

Memorandum

·||·

WHERE SYLVIA STOPS AND SHOPS



- | | |
|---------------------------------------|---------------------------------------|
| Ahmann News Stand | Lindenwood College |
| Bungalow | Myles' Style Shop |
| Broecker Decorating Co. | National Sanitary Products Co. |
| Brun's Shoe Shop | Progress Mercantile Co. |
| Braufman's Style Shop | Parkview Gardens |
| Bottani, Jos. A. | Rauch Lumber Co. |
| Bottani Printery | Rechtern Cleaning Co. |
| Cosmos-Monitor | Steinbrinker Furniture Co. |
| Carpenter Barber Shop | Stahlbehl's Clothing Co. |
| Clark-Sprague Printing Co. | St. Charles Dairy Co. |
| Chamberlin Metal Weather
Strip Co. | Scudder-Gale Grocer Co. |
| Denker, Florist | Shattinger Music Co. |
| Denker Bake Shop | St. Charles Banner News |
| First National Bank | Stanard-Tilton Milling Co. |
| Ford Cab Co. | Thro Clothing Co. |
| Facsimile Letter Co. | Tibbitts-Hewitt Grocer Co. |
| Hackmann Lumber Co. | Union Savings Bank |
| Huning's Dry Goods Co. | Union Electric Light and Power
Co. |
| Harris Lumber Co. | Vogue Boot Shop |
| Helen's Beauty Shop | Willbrand's Dry Goods Co. |
| Kuhlmann Dry Goods Co. | Wallenbrock's Pure Food Store |
| LaBeaume and Klein,
Architects | Welcome Inn |
| Mike's Drug Store | West End Grocer Co. |
| Meyer's Drug Store | West End Taxicab Co. |
| Milton E. Meyer, Jeweler | Weil's Palace Clothing Co. |
| New Strand Theatre | Whiting Studios |
| | Zeisler's Bottling Works |

