# The Linden Leaflet

SHOPPING GUIDE

P

## IT IS UP TO

## YOU

## TO PATRONIZE THESE ADVERTISERS

Who, by Their Patronage, Have Helped to Make Possible

## YOUR

1929 "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-knacks and notions; And it tells you where to go Saturday night to see a show, When you want to exercise all your emotions.

If on 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

is the place where we buy our VOGUE SHORT VAMP FOOTWEAR



THAT IS WHY THEY LOOK SO NICE AND FEEL SO COMFORTABLE

MAIL ORDERS FILLED VOGUE BOOT SHOP CATALOG SENT ON REQUEST

Short Vamp Shoes Exclusively 615 LOCUST STREET

# St. Charles Savings Bank

Capital, Surplus and Profits Over 300,000 DOLLARS

RESOURCES NEAR
TWO MILLION DOLLARS

The Bank of Safety and Service

St. CHARLES

MISSOURI

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. Meyers

#### FOR THE

# "Home Beautiful"

#### WALLPAPER

deserves the chief credit for many a charming interior

Wallpaper Works
Wonders

## HENRY BROEKER

Decorating—Wallpaper Painting

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### EFFICIENT NOISE

Use the right medium to playyour publicity music.

THE BANNER-NEWS

ST. CHARLES, MISSOURI

## YOU CAN TRUST THEM TO US



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216 N. SECOND ST.

St. Charles, Mo.

## UNION SAVINGS BANK

The Old Solid Bank of St. Charles, Mo.

Organized 1870

### TOTAL RESOURCES

\$1,600,000.00

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## YOUR NEEDS

Can be better supplied at our store — as to

Style, Quality, Price, and Dependability



with your purchases as an extra Saving on the money you spend—and give \$2.50 in MERCHANDISE or \$2.00 in CASH for your filled books of STAMPS

#### SEE OUR ASSORTMENT OF

COATS "QUEEN QUALITY"
DRESSES SHOES
SILK HOSE GLOVES
LINGERIE UNDERWEAR
HATS KIMONOS
PURSES PERFUMES

### A. R. HUNING DRY GOODS CO.

ST. CHARLES, Mo.

# 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 the LINDENWOOD GIRLS

# HINDERELLA AND THE JEWELED

Hinderella was a poor little Freshman! One day when little Hinderella was down on her dimpled knees cleaning up for an Almighty Sophomore, she looked up and saw what she knew was her heart's last beat-God's gift to the overstuffed furniture. Now, at the same moment, Benny Burney Murad (nicknamed so because he was so nonchalant when he was lit) caught sight of Hinderella, and his heart "faw down and go boom!" And so, lo and behold, next Sunday night in vespers saw Hinderella and Benny Burney Murad sitting high up in the balcony. Hinderella had asked her Fairy Godmother if Benny Burney might not come for a while. Hinderella almost didn't get to have the date at all, for when her F. G. told her that Benny would have to leave at ten o'clock, she said, "Good godmother, can't he stay longer than that?" After vespers they hied themselves away to a swing, for they liked that much better than the parlors, where the Almighty Sophs were watching this affair with green eves.

So, oft in the stilly night, they strayed under the lindens, and before very long Benny's little jeweled clipper had come to rest under Hinderella's throbbing dress. At Benny's I-love-you—what-kind-of-an-apartment-will-you-have line, Hinderella demurely dropped her lustrous green eyes. Just as Benny climbed over the swing to pick them up for her, a faint tinkling sound came to her ears. Ten bells! Jumping off the swing, she ran toward her domicile. At the same time (Ingersoll), the little jeweled clipper, took a tumble and fell among the dewdrops where a stray moonbeam happened to light upon it, and Benny's love warbling ceased.

Who could the perfectly wonderful girl have been? Benny nearly drove the Brothers nuts trying to remember. He said he was positive he could tell her by the holes in her dress where the clipper had been pinned.

Continued on Page 38

#### REDUCING

Reducing! What a college life can do To slender figures! What a tragic fate It is, to watch those curvey curves curve more As each day passes. Whose the pen can tell Those quaking qualms that shake the heart, afraid To beat for fear of popping straining snaps? What price reduction? Who can list the trials Of healthy, chubby maids who "look so well"; Whose year at school has "so agreed with them"; Who struggle, puff, and pull to get those frocks O'er hips too broad, on waists a trifle thick? As Christmas time draws near, Miss Walter finds Attendance at the breakfasts failing fast. At lunch And dinner, bread is seldom used, while beans, Potatoes, butter, even pie, are scorned. Poor girls! We're glad this fasting time is short, For this we know is true in every case, The shape is ended long ago, perhaps, But woe is me, the appetite lingers on!

It takes a tree five years to produce nuts; And college does it in four. Some of our chapel speakers do it in an hour.

I pass up the sweets—Those who diet. Have you a little "fairy" in your home—Marjorie Smith and Bernice Sandage.

The Flying Cloud-Charlotte Lehrack at the

dances.

Keep that school-girl complexion—Lucie May Sharon, 99.44% pure—Lil,

You just know she wears 'em-Pope, Cole, Dick, and Larabee.

Body by Fisher-Margie Bright.

What a whale of a difference a few years make stepping aside for faculty.

Children cry for me-Males.

# EDWIN DENKER Florist

The Man Who Helps
LINDENWOOD
"Say It With Flowers"

400 CLAY STREET

PHONE 175

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## JOS. A. BOTTANI

Contractor for
REINFORCED CONCRETE, STONE
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# FIRST National Bank

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| Chas, B. Mudd .   |  | ē |   |      | . Cashier    |

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John H. Hackmann
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Under the supervision of the United States Government

## "QUALITY PRINTING"

## BOTTANI PRINTERY

F. N. BOTTANI
Proprietor

120 N. SECOND STREET ST. CHARLES, Mo.

## Goldette JBloomers

#### DARINGLY SHORT GOLDETTES

Just the style and length youth demands to be in keeping with present-day trends.

Both beauty and comfort are combined in Goldette Patented design and matchless fabrics.

Prices from \$1.00 and up.

WILLBRAND'S

#### FOR BENEFIT OF FRESHMEN

Flippy Maxwell is not flippant.

Bullion is not soup.

Bright is not luminous.

Catherine is not either, but Orr.

Hardy is not less bright; she is Albright.

Elizabeth is not the kernel; she's the Hull.

Mary Ellen is not superstitious because she's Lucke.

#### WE ARE PROUD

of our reputation for serving the public with the best

> GROCERIES and FRESH MEATS

At Low Prices

# THE PROGRESS MERCANTILE COMPANY

308 NORTH MAIN STREET

#### Buy

CHAMBERLIN METAL WEATHER STRIPS

# CHAMBERLIN METAL WEATHER STRIP CO.

St. Louis, Mo.

#### BENEATH THE LEAVES OF LIN

Some maidens laugh, and often sigh, And friendships sweet begin; While winter passes summer by, Beneath the leaves of Lin.

Bells beckon to reluctant feet, And bid them come within; And damsels fly to vacant seats— They laugh, those leaves of Lin.

Soft sunshine filters through their green, And plays on sunny hair; Sunshine, seeking just to gleam, It comes and nestles there,

Hands clasp, eyes meet, hearts understand, And hopes live on within, When things are not like they were planned, Beneath the leaves of Lin.

So much is theirs to see beneath,
As days and nights begin;
Will they their secrets ever breathe?
The whispering leaves of Lin.

KATHERINE SEYMOUR.



The fire loss on the "Margaret Hall" building of Lindenwood College, which burned in September, 1928, was adjusted and paid through the office of

W. H. MARKHAM & Co. General Insurance

CALL CENTRAL 0100

## DENKER BAKING CO.

#### FANCY BAKING

We specialize in those unusual, difficult - to bake delicacies that add so much distinction to a repast.

But we don't overlook those plainer, more substantial things for every day.

107 N. MAIN STREET 923 N. 2ND STREET

St. Charles, Missouri

## MIKE'S Drug Store

HOME-MADE CANDY KODAKS and SPORTING GOODS

Buy at

MIKE'S

He's Your Friend

## BUELL'S STYLE SHOP

Ladies' Exclusive Ready-to-Wear and Millinery

## BUELL'S

The Dress Shop for

LINDENWOOD GIRLS

## The

## NEW STATESMEN

The electric light and power industry has consistently extended the usefulness of its service, while materially reducing its rates. This reduction meant a saving in 1927 of five hundred million dollars to domestic consumers alone.

It was Locke, the great economist and philosopher, who wrote, "The purpose of business is to keep a man occupied for the prosperity of the Commonwealth."

Locke's definition of business is being applied today as never before. The engineer and the scientist have become statesmen of a new state that is industrial in form and eco-

nomic in purpose,

In its contribution to the general well-being of the public, it is doubtful if any industry in the history of the world has rendered a greater service than the Electrical Industry.

That America today enjoys living advantages approached by no other country is due in no small measure to the fact that American manufacturers and workmen have at their command more electric power than is available to all the rest of the world.

### UNION ELECTRIC LIGHT AND POWER COMPANY

HENRY REEVES

Local Manager

#### FUNLET MUSIC CO. 514-516 LOCUST ST. THE LARGEST MUSIC HOUSE IN ST. LOUIS

C. W. ALLEY

Printing, Engraving and Stationery

204 N. Third Street ST. LOUIS CHESTNUT 7674

"The Gift Shop"

MILTON E. MEYER

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Expert Repairing

WEST END MARKET

GROCERIES, MEATS CONFECTIONS AND HOT LUNCH

Phone 480 St. Charles, Missouri Ladies' Popular Priced Novelties

CINDERELLA SHOE STORE

5969 Easton Avenue Cabany 6992 M. A. Spector, Prop.

WILBUR L. CARPENTER

Barber

SIXTH AND JEFFERSON

BRUNS' SHOE SHOP

QUALITY SHOE REPAIRING

Quick Service

The Building Department Store of St. Charles

H. G. RAUGH LUMBER CO.

MAIN AND CLARK STREETS

# Austin S. Fox

# HEATING and PLUMBING

STEAM, HOT WATER

and

VACUUM HEATING

WATERWORKS AND ELECTRIC LIGHTING FOR COUNTRY HOMES

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The Leading Newspaper of St. Charles

THE DAILY
COSMOSMONITOR

COMPLETE JOB PRINTING DEPARTMENT

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Best Work at Reasonable Prices Headquarters for

S N A P P Y SPORTWEAR

3

WEIL'S PALACE CLOTHING CO.

St. Charles, Mo.

#### BUSY BEE CAFE

No. 1

408 N. 2ND ST.

OPEN ALL NIGHT

Phone 605

When you don't eat here we Both Lose

TOM GALANOS

Proprietor

#### BUSY BEE CAFE

No. 2

U. S. HIGHWAY

No. 40

Phone 602



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 | , | 97 |  |  |   | \$5.00 to \$25.00   |
| DRESSES . |   |    |  |  |   | \$10.00 to \$79.50  |
| COATS .   |   |    |  |  | ٠ | \$18.00 to \$195.00 |

## ST. CHARLES DAIRY COMPANY'S

# Ice Cream

Fancy Brick and Bulk Ice Cream For Every Occasion



A HEALTH FOOD

#### 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

# Leston's

Mayonnaise
A New Delicious

A New Delicious Flavor

Manufacturers of

QUALITY FOODS

## LESTON CO.

St. Louis

### CLARK-SPRAGUE PRINTING Co.

Direct Advertising Planned and Produced



"A Friendly Doorway"
1901 LOCUST STREET
SAINT LOUIS

SAVE MONEY BY BUYING YOUR DRY GOODS, RUGS and SHOES



324 NORTH MAIN ST. ST. CHARLES, Mo.

#### SCHNEDLER BROS.

#### FINE MEATS

Best of Service

St. Charles, Missouri

### HACKMANN LUMBER CO.

106 NORTH MAIN

St. CHARLES, Mo.

#### FACSIMILE LETTER COMPANY

LETTERS—ADDRESSING MIMEOGRAPHING PRINTING

720 Olive Street ST. LOUIS MISSOURI

#### START RIGHT!

When you go to housekeeping, be sure to order STANARD'S

ROYAL PATENT FLOUR

U-SAN-O
"THE PERFECT CLEANER"
and
N-S-P QUALITY PRODUCTS

Manufactured by
National Sanitary
Products Co.
St. Louis, Mo.

### STEINBRINKER'S

Furniture Dealers and Undertakers

305 NORTH MAIN St. Charles, Missouri

#### Central American Coffee & Spice Co.

Coffee Roasters and Blenders for Restaurants, Hotels, Cafes, Clubs, Cafeterias and Institutions

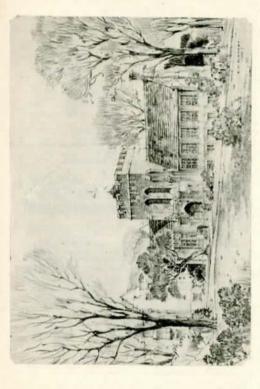
5522 Virginia Avenue ST. LOUIS

### FRANK F. AHMANN

Dealer in

News, Books, Stationery, School Books and Supplies, Blank Books, Office Supplies, Sporting Goods, Tobacco

223 NORTH MAIN STREET ST. CHARLES, MISSOURI



PHONE GARFIELD 1420

#### THE ST. LOUIS COSTUME CO.

Theatrical Costumers and Wig Makers

507 N. Broadway COSTUMES FOR PLAYS AND PAGEANTS

## WALLENBROCK'S PURE FOOD AND FRUIT STORE

PURE FOOD AND FRUIT STORE 105 N. Main Wonderful Baked Ham

Wonderful Baked Ham Home-baked Potato Chips Chase and Sanborn's Coffees Delicious Fruits.

always at

WALLENBROCK'S

# H. B. KIENKER

Two Leading Stores

Toiletries, Stationery, Prescriptions a Specialty

Main & Clay 2nd & Morgan Phone 74-W Phone 505-W

St. Charles, Missouri

## A. RUTH, Jr.

Photographer

2ND & JEFFERSON STS.

PHOTOGRAPHS-

Frames—

KODAK FINISHING

Good Things for Your Lunch at the

#### ST. CHARLES BAKERY CO.

132 S. MAIN ST.

Pies Cakes Pastry

MAXIMUM SMARTNESS AT



WONDERFUL SHOES AT \$5 and \$6 420 N, Sixth 714 Washington 6118 Easton at Wellston

When you add to the interior of your home, Curtis Woodwork features, French doors, a breakfast room, bookcases, a dining-room cabinet, a fireplace mantel, and the like, it just adds at least fifty per cent to the general attractiveness of your home.

C. J. HARRIS LUMBER CO. ST. CHARLES, MISSOURI

Driver—Your fare from Union Station to Lindenwood is \$8.75.

Arkansas Girls—Back up to \$2.00, please. That's all we've got.

#### "The Dominant Store of St. Charles"

### NATIONAL DOLLAR STORES

5¢ to \$1.00 MERCHANDISE

218 N. MAIN ST.

St. Charles, Mo.

#### HALLOWE'EN NIGHT

I am Mrs. Sibley's ghost,
Never wandering from my post.
Girls have come—and gone away;
Lived their brief, full college day;
I have watched and seen them grow,
I know more than ghosts should know.
I have seen the good, the bad;
I have known the happy, sad;
Many times I have not slept,
When my ideals were not kept.
A hundred years I've watched my post,
I am yon Mrs. Sibley's ghost.
But, hark! I hear the organ playing;
It's I who plays, they all are saying.

#### ТнЕ

# Sid Whiting Studios

GRAND AT WASHINGTON

OLIVE AT PENDLETON

St. Louis, Mo.

The Photography for the
1929 LINDEN LEAVES
was done by the Whiting Studio
on Olive Street

Operators

SID WHITING BURREL ROGERS

### The

## 1929 LINDEN LEAVES

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

# CENTRAL ENGRAVING CO.

114 NORTH SEVENTH ST. 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 inception it was ordained that they would be printed and bound by

The

# HUGH STEPHENS PRESS Builders of "KRAFT BUILT" School Annuals

JEFFERSON CITY, MISSOURI

#### EDITOR'S NOTE

Just for a bit of spice to add variety and what-not to our "Shopping Guide," we add from this point on, a section which we are calling "The Sap from the Linden." We add this Sap from our tappings about the campus for your entertainment and approval.

We sincerely hope you enjoy all that is recorded in this section, for we, the Editors, have tried hard to make a book that you will enjoy reading and looking through, as well as one that will give you an idea of where in St. Charles and St. Louis to stop and shop. These advertisers are the ones who have made the 1929 Linden Leaves possible, and the Editors would sincerely appreciate your mentioning the Linden Leaves when you patronize them. We appreciate their support, and they will appreciate ours.

Sincerely,

THE EDITORS.

#### PEOPLE WHO ANNOY US

Girls who talk about their dates that were or are to be.

Those who carry brief-cases and look important. Profs. who quiz before and after holidays or parties.

She who possesses that insidious thing.

The half-wit who sings the first bar of a new song and hums the rest.

The one who pops her gum in the library.

People who have done all their Shakespeare out-

side reading.

She who goes away every week-end and makes as good grades as the girl who stays on the campus and digs.

She who always gets mail. Girls who sport fraternity pins.

Pollvannas.

Those who always have so much to do.

The "Beautiful Friendships."

College life is quite complex, Sometimes it makes us nervous wrecks. Study a lot and play lots more. Working all the time; Thinking more than e'er before, Eating on a dime.

But what we all can't comprehend-Gaining pounds does never end !

#### VOCABULARY

"The thing is"

An expression used when beginning an explanation. Accent on the second syllable. Derivation—Flippy Maxwell.

"She don't wanna"

An expression in the third person, referring to the first person, and carried to all sorts of situations, such as "she don't wanna go to breakfast," etc. Accent on third syllable.

Derivation-Lucie May Sharon.

#### VOCABULARY (Continued)

"And as I say"— An expression denoting emphasis.
Accent on first syllable.

Derivation—Dean Gipson.

"And now the last verse"— An expression similar to the ringing of the ten-o'clock bell releasing study hall. Accent on the fourth syllable.

Derivation-Dr. Roemer.

#### MEN!

Men are what women marry. They have two hands, two feet, and, sometimes, two accomplishments,

but never more than one bright idea at a time.

Men may be divided into three classes: bachelors, husbands, and widowers. A bachelor is a mass of obstinacy surrounded by suspicion. Husbands are of three kinds: prizes, surprises, and consolation prizes. Widowers are neither husbands, nor bachelors, but a combination of both.

If you flatter a man, you frighten him to death,

and if you don't, he thinks your taste is bad.

If you believe him in everything, he soon tires of

you, and if you are cynical, he gets disgusted.

If you wear gay colors, rouge, and a "faddy" hat, it embarrasses him to take you out; and if you dress very plainly, he stares all evening at a girl in gay colors, rouge, and a "faddy" hat.

If you are silly, he longs for some one with brains,

and if you're intellectual, you are a bore.

If you are popular, he is jealous, and if you aren't,

he hesitates to associate with you.

Just how can you please "these men?" Are they worth the worry they seem to require?

L— Lessons I — I cards

N- Never again

D-Dates

E — Eating N — Nothing

W-Weight

O-Oh, gee

O-Oh, gosh

D-Downtown

## Memorandum ⊸∏⊶

| Thur   | Rech. Sp. | - pp. 26 | 7-304 |
|--------|-----------|----------|-------|
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#### HINDERELLA AND THE IEWELED CLIPPER

(Continued from Page 10)

Wires between the two metropolises buzzed with excitement, and every girl on the campus tried to make Benny think the holes on her dress were the ones where the j. c. had been pinned. Benny knew better, however.

Hinderella, hearing about all the jab-jab, dropped her books, put on her evening dress of the night before, and did a Russian dance to the telephone. It wasn't long before Benny did a flying tackle and bear hug. shouting, "At last, my little chameleon. My heart is lacerated to the core."

From then on they lived scrappily in a little apartment built for two.

Ruthie: What have you got there, Marge?

Margie: Some insect powder.

Ruthie: Good Heavens! You aren't going to

commit suicide, are you?

Edythe: I want to go to Europe to finish my education.

Joanne: Where do you want to begin it?

#### Good Jokes Around the Campus

Marion Pope's Diamond. The Cadet and the Farmer. The "Derson" Sisters-Ann, and Hen. Mary Celeste. Ruth's sunburn powder. Teddy and Margaret Ianeway. Lot of other things it won't do to mention.

## WHERE SYLVIA STOPS AND SHOPS



Clark-Sprague Printing Co. C. W. Alley Printing Co. C. A. Copple St. Charles Dairy Co. La Beaume & Klein Leston Co. Hackmann Lumber Co. Austin S. Fox A. Ruth, Ir. Henry Brocker Charles E. Meyers Drug Store Bruns Shoe Shop Rechtern Cleaning Co. Schnedler Brothers West End Market Buell's Style Shop Mike's Drug Store H. G. Rauch Lumber Co. Edwin Denker, Florist Weil's Palace Clothing Co. Huning Dry Goods Co. Ahmann News Stand Steinbrinker Furniture Co. Progress Mercantile Co. Kuhlmann Dry Goods Co. New Cinderella Shoe Store Levy Shoe Co. First National Bank St. Charles Savings Bank Union Savings Bank Union Electric Light and Power

Jos. A. Bottani Cosmos-Monitor Myles St. Charles Banner-News Wilbur L. Carpenter, Barber Denker's Bake Shop St. Louis Costume Co. Chamberlin Metal Weather Strip Co. Stanard-Tilton Milling Co. National Sanitary Products Co. W. H. Markham Life Insurance Central American Coffee & Spice Co. Facsimile Letter Co. Milton E. Meyer Willbrand's Dry Goods H. B. Kienker, Drugs St. Charles Bakery C. I. Harris Lumber Co. Hunleth Music Co. Busy Bee Cafe F. N. Bottani Printery Vogue Boot Shop Wallenbrock's Grocery National Dollar Stores Huette's Shoe Stores Sid Whiting Studios New Strand Theatre

