

ADVERTISING





# '40 GRADUATES

YOU INHERIT A LAND BUILT  
BY INDIVIDUAL ENTERPRISE—

... Together with your inheritance you must shoulder a responsibility to carry on the constructive principles of individual enterprise, without which American Democracy itself cannot endure. Wherever your home may be you will be obliged to build for the welfare of your community and for its people. Upon you will depend the further progress of our schools, churches, playgrounds, civic improvements, and government. Independent business has built Idaho and all America thus far; no other scheme of ownership can take its place; no other system can perpetuate our individual freedom which we Americans value so highly.

**This Message Sponsored by**

**GRAHAM - BIGHAM CO.**

**McMAHON DRUG STORE**

**CAPITAL FURNITURE CO.**

**NELSON GROCERY**

**BUNGALOW STORES CO.**

**IDAHO HARDWARE CO.**

**And Other Home-Owned, Independent Business Firms**

It's a rich heritage, this country of ours. From the crossroads store and village to our towns and cities we find the proof that our progress has been made possible by individual effort — by Independent business men and women. The very school from which you graduate would not exist were it not for Independent Idaho-owned business. . . . .

## A CODE for GOOD AMERICANS

"I will live and let live. The spirit of community cooperation which builds for the equal benefit of all will be my business law. The profits I receive for my services will be kept in circulation within my own community in so far as I am able to keep them there. As an individual I believe in opportunity for the individual as represented by Independent Home-Owned Business."



ROBT. W. HELLER    OTTO W. CHAMBERS

## HELLER'S

PHONE 1139

224 North Tenth Street - Boise, Idaho

Sporting Goods    •    Confections  
Fountain Service  
Magazines    •    Tobaccos

"CLEANING AT ITS BEST"

## PACKHAM'S CLEANERS

WALLY PACKHAM - EMIL ISAAK

16th and Bannock

Phone 665

# Portraits

by

## Photography

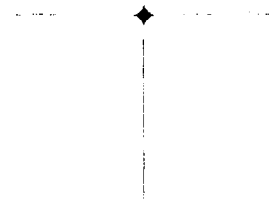
Fern Lucille Burns

1303 State St.

Phone 782

Young Men  
Like

*Ralph Davis*



For the  
FIRST IN STYLE

# FOSTER'S...

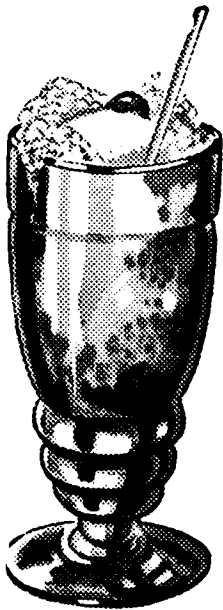
FOR FINE FURNITURE

"The Store Friends Built"

816-818 Bannock Street

TELEPHONE 840

Boise, Idaho



YOU ARE ALWAYS WELCOME

AT

# MURRAY'S

## Curb Service

THE BEST IN FOODS AND DRINKS

CONGRATULATIONS

on

Your New Campus

Yours for a Complete Service

**RAILWAY EXPRESS AGENCY, Inc.**

109 S. Tenth

Telephone 531

H. W. Lewis, General Agent

**ROY C. DAVIDSON CO.**

FORD - MERCURY - LINCOLN - ZEPHYR

11th and Front Streets

Boise, Idaho

Beautify and Protect

with

# FULLER PAINTS

They Last!

o

Protecting and Beautifying  
Throughout the West  
Since '49

Headquarters for

Paint - Glass - Wallpaper

## W. P. Fuller & Co.

817 Idaho Street

Boise, Idaho

18th & River

**DELL'S MALT SHOP**

709 Bannock

FOUNTAIN AND  
LUNCH SERVICE



"Where Quality and Service  
Prevail"

Phone 4018

**Boise Sporting Goods  
Company**



319 North Eighth Street  
Opposite the Postoffice

**KELLY'S**

IDAHO'S FINEST  
RESTAURANT

Phone 495

823 Main

CALL

**H. ALBERT NEAL & CO.**

for

School Equipment  
Office Machines  
Public Seating



210 N. 10th - Phone 1106 - Boise, Idaho

**BALLOU-LATIMER**



Idaho's Largest and Most Complete  
DRUG STORE



Photo Finishing and Developing

WORTHINGTON &  
... COFFIN ...



COAL  
MERCHANTS

*It's BETTER If It Comes from the...*

Idaho's Largest  
and Finest  
Furniture Store

**STANDARD**  
FURNITURE  COMPANY

Quality Furniture  
and Homefurnishings  
at Moderate Prices

Compliments of

**Whillock's**  
SHOES — HOSIERY

825 Idaho St.

Boise, Idaho

*Gifts* . . . HANDKERCHIEFS

JEWELRY

SILVER



**Leah's**  
Corner Cupboard

"The Giftiest Gifts in Town"  
HOTEL BOISE BUILDING

STUDENTS, — LEARN TO FLY!

We Trained the 10 C. A. A. Pilots From Boise Junior College This Year

Charter and Passenger Trips

Student Instruction

WEBB'S FLYING SERVICE

At Municipal Airport

Ray Crowder, Instructor

Congratulations to Coach Jacoby and His Winning Broncs

We're Behind B. J. C. for Another Successful Year!

NELSON SPORT STORE

"Win with Wilson Sporting Goods"

222 N. Ninth

Boise

Use **GAS** -- the Modern Fuel

For Automatic  
COOKING, WATER HEATING and  
REFRIGERATION

**Boise Gas Light & Coke Co.**

814 Jefferson

Boise, Idaho

Phone 537

HOTEL BOISE  
CAB CO.



PHONE  
200

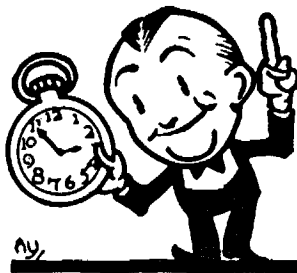
PHONE  
200

# GREEN-GRIFFIN COMPANY

Jewelers

908 Main Street

Boise, Idaho



217 North Tenth  
Phone 2897

### Sound the Alarm

It's Time to  
See  
IDAHO  
PIONEER  
about your  
PRINTING

We Please

Idaho Pioneer  
\$2 a Year

## Used Phonograph Records

# 10c

Phone 5660

AUTOMATIC AMUSEMENT  
HOUSE

102 South Ninth St. - Boise, Idaho

"Say it with Flowers"

## Johnson

FLORAL CO.

CUT FLOWERS      PLANTS AND DESIGNS

Telephone 180 -- 111 N. Ninth Street  
BOISE, IDAHO

## ARTISTS' MATERIALS

Art students will find all their  
requirements conveniently  
stocked at

## FRITCHMAN'S

Art & Gift Shop  
821 Idaho

We extend a hearty invitation for you to make this your new  
College Headquarters

# WARD'S DRIVE-IN

1200 Capitol Blvd.



# BOISE CLEANERS

... FOR ...

## Boise Junior College

"Drive-In" or "Phone" 4411

West End of Campus

We Are Headquarters

..for..

### Engineering and Drafting Supplies

Transits	Tracing Papers
Levels	Tracing Cloths
Rods	Lettering Guides
Chains	Drawing Instruments
Field Supplies	

MAPS

BLUEPRINTS                  PHOTOSTATS



Idaho Blueprint and Supply  
Company

210 N. Capitol Blvd. - Boise, Idaho

## SPRING - All Summer



In an Air-conditioned  
**UNION PACIFIC  
SUPER-COACH**

**T**HIS year, take spring with you on your summer vacation—go by air-conditioned Union Pacific Super-Coach and enjoy cool comfort all the way. You'll save money on your trip, too!

### Union Pacific Stages

## STOP!

at

### ERNIE'S DRIVE-IN (TREE-O-TAVERN)

Opposite New B. J. C. on Eighth Street

For

**BEST OF CURB SERVICE**

And Everything Good to Eat and Drink

B. J. C.

## Congratulations

On Your New Home

## FALK'S

8th at Main

Phone 1600

# For BETTER Cleaning and Pressing



## Send Your Apparel To Bairds

Choose your dry cleaner as carefully as you would select a new suit or dress. Discriminating people send their dry cleaning to us because we use such painstaking care in the cleaning and finishing of their garments.

Phone 304

—we'll be right at your door!

**Baird's**  
DRY CLEANERS

## IDAHO'S FINEST HOTEL



## HOTEL BOISE

Community Owned by 530 Idaho Stockholders

## A Good First Step to a Business Career

... is the establishment of credit and banking connections. Young men and women just out of college should seek advice on these important matters. This bank is glad to render counsel to young people as well as old. It's a contact that may prove mutually profitable in later years.

The  
IDAHO FIRST NATIONAL  
Bank

Established 1867

Member Federal Deposit Insurance Corp.

Congratulations, Boise Junior College

# Payless Drug Store

TOILETRIES - TOBACCOS - SUNDRIES

816 IDAHO STREET, BOISE, IDAHO

Not a New Store -- But a New Home

## MEN'S WARDROBE

Formerly New York Store  
CORNER NINTH & MAIN

Everything for Men and Young Men

CONGRATULATIONS  
on your new campus

## SIB KLEFFNER'S

The Complete  
Sporting Goods Store

206 North Ninth - Phone 3877

We Offer a Cordial Welcome!

Penney's was built to serve people! The tremendous varieties of goods are to enable every one to make good selections. The attentive, polite and educated salespeople receive everybody as guests.

It is not what you pay at Penney's — but what you get for your money!

**Penney's**  
J. C. PENNEY CO. INC.

## EIDEN PLUMBING and HEATING CO.

151 S. Eighth - Boise, Idaho

# Getting Ahead--

... depends a lot on getting an education. That's why B. J. C. was built ... Idaho Power Company's assessed valuation in the B. J. C. district is about \$400,000. Tax levies on that are part of the contributions we make to help you ... We and many other contributors are glad we can help.

**IDAHO POWER**  
*Electricity... Does So MUCH - Costs So LITTLE!*

DR. P. A. SIMMONS  
DR. A. T. BRADBURY  
Optometrists

GLOBE OPTICAL CO.  
908 Main Street

Phone 23

Boise, Idaho

- Diamonds
- Watches
- Silverware

Easy Terms

KUGLER'S Jewelry

Idanha Hotel Bldg.

926 Main Street

Boise, Idaho

Compliments of

Pratt Furniture Co.

813 Main

Phone 4320

Congratulations to the citizens  
of Boise in obtaining a perma-  
nent college

HON ELECTRIC

"The Home of Finer Appliances"

819 Idaho Street

Phone 249

Attend  
SUMMER SCHOOL

at

**LINK'S**

SCHOOL OF BUSINESS

OPENING DATES

MONDAY, JUNE 3

and

MONDAY, JUNE 10

New Classes in All  
COMMERCIAL SUBJECTS

including

Bookkeeping and Accounting

Gregg Shorthand—By the

Functional Method

Typewriting

Stenotype—The Machine Way

in Shorthand

Phone 806

RIALTO

Boise's Independent Theatre

Our dollars support local  
institutions!

BEST SOUND IN TOWN!

For the Finest in Shoe Repairing,  
Cleaning, Shining or Dyeing

See

**WOLF'S SHOE RENEWING**

215 N. 8th

Phone 1962-W

We Call For and Deliver

For a thorough business training attend

## BOISE BUSINESS UNIVERSITY

Idaho's Leading and Largest School of Business

103 So. Ninth St. - Boise

Accredited by American Association of Commercial Colleges

## Sudler-Wegener & Co.

INSURANCE INVESTMENTS  
REAL ESTATE

New York Stock Exchange Service



Offices in

BOISE

TWIN FALLS

POCATELLO

Junior College Students

"OUR FOUNTAIN IS THE  
PLACE TO GET A LIFT"

## Don Whitehead Drugs

Phone 800

8th & Main Sts.

Boise, Idaho

Business, Suburban and City Property  
Leases and Property Management

INSURANCE AND BONDS

## DAY REALTY COMPANY

Office Phones 50 and 49

ERNEST G. DAY, President and Manager  
209 N. 10th - Box 2026, Boise, Idaho

## Boise's Famous Mechanafe

211 North Eighth Street

THE HOME OF FINE FOOD - - - - - SERVED IN ABUNDANCE

Luncheon, 11:15 to 2:30 - Dinner, 5 to 8 P. M. - - - 40c

Special Sunday Dinner, 12 Noon to 7:30 P. M. - - - 55c

WHERE THE WORLD MEETS TO EAT

The Firms on These Three Pages Are

**Before undertaking  
any other MAJOR obligation . . .**



Let the  
Building Bug  
bite you!

The smartest thing a young married couple (oh, yes you will!) can do is to build a home FIRST. Get started right! Make rent money pay for your home from the very beginning. And don't forget to . . .



Start your building plans with a visit to

**BOISE PAYETTE  
LUMBER COMPANY**



"There's a yard near you"

J. O. JORDAN & SON

CONTRACTORS

*for*

BOISE JUNIOR COLLEGE

Building the New Junior College

TOURTELLOTTE  
&  
HUMMEL



WAYLAND  
&  
FENNELL

**Associated Architects**

Congratulations

upon your past success and best wishes for your future success in your new location.

**Structural Steel and Ornamental  
Iron Work**

Baxter Foundry and  
Machine Works

Below U. P. Depot

Boise, Idaho

Phone 689

Congratulations B. J. C. on your new school. We are happy to add our workmanship and materials to your new building.

**ELECTRICAL APPLIANCES  
WIRING**

ALLOWAY  
ELECTRIC CO.

Phone 314

704 Main

We have incorporated our line of fine materials and years of experienced craftsmanship into your new building to make a bigger and better Junior College for Boise.

E. W. LITTLE  
and COMPANY

Headquarters for

**Johns-Manville Roofing  
Sheet Metal Works  
Asphalt Tile  
Rock Wool Insulation**

910 Jefferson

Phone 486

J. G. DOERR

WHOLESALE DEALER

LUMBER and BUILDING MATERIALS

501 SOUTH EIGHTH STREET

PHONE 3870

BOISE, IDAHO

Congratulations, Boise Junior College

WE ARE PROUD TO BE IDENTIFIED WITH THE CONSTRUCTION OF  
YOUR NEW ADMINISTRATION BUILDING

All Plumbing and Heating Was Installed by Us

Lessinger Plumbing & Heating Co.

221 S. 10th St.

Phone 1160

Compliments of . . . .

Idaho Hardware & Plumbing Co.

EIGHTH and MAIN STREETS



## EDITOR'S APPRECIATION

This is the last year at Junior College for many of us. Others fill our places in class rooms, at dances, at athletic games.

This year will be the most important in Junior College history, because from a distance, drawing nearer and nearer, suddenly looms up magnificent buildings, rolling green lawns, and extensive walks. A dream becomes a reality, and a heretofore fostered Junior College gratefully gives thanks to a community and takes its place in the realm of Boise, the Beautiful.

It has been a great privilege to edit this 1940 Les Bois, and to have been able to use such an appropriate theme of Idaho as seen through the eyes of Boise Junior College.

To the members of the staff, Thanks: to you, Glenn Davis, as Business Manager, for your splendid management and cooperation; to you, Doyle Baird, as Associate Editor; to you, Dwayne Moulton, as Assistant Business Manager; to you, Joyce Burns, as Circulation Manager; to you, Pauline Baxter, for your untiring efforts as Secretarial Director; to you, Buell Hewitt, for your arrangements of Organizations; to you, Ivar Holliday, Allen Campbell, and Bob Nelson, for your swell photographic work; to you, Ralph Frazier, for snapshots; to you, Leonard Robinson, for your athletic contributions; to you, Dorothy Montgomery, Rita Weber, and Barbara Bilderback, for your mounting and Copy Desk work.

Keep and treasure this Les Bois as a remembrance of those glorious days of 1940 at Boise Junior College.

WAYNE CLARK, JR.,  
Editor.

