

WELCOME BACK —  
S - A - L E M !

WE INVITE YOU  
At your earliest opportunity to view our New Arrivals in Frocks, Hats and Coats for the Prom, Campus, Classroom or Street.

"NO  
TWO  
ALIKE"



418 North Liberty St.

GRAND OPENING  
AND  
LIVE MODEL STYLE SHOW  
OF

Winston-Salem's Newest High Class  
LADIES' READY-TO-WEAR SHOP

Tuesday, September 9th.

Call at Store for Admission Card.

ARCADE FASHION SHOP

432 North Liberty Street.

A COMPLETE LINE OF  
SPORT DRESSES & SCHOOL DRESSES

Come In and Look Them Over

COHEN'S

430 North Liberty Street

**GILMERS**  
FROM MILLS DIRECT TO YOU

Be Sure to Visit Our New  
**BARBER SHOP!**

Special Service to Salem Girls!

Gilmer's New, First-Class Barber Shop—rendering service to Ladies, Girls and Children only—is located on the second floor just above the bakery. Salem Girls are especially welcome. Come in any time—enjoy the music and get first-class service. Tell your roommate. Bring her.

Smart Wearing Apparel And New  
Fall Hats for the Bobbed Hair Miss

NOTE: We Solicit 30-Day Charge Accounts.  
Take Advantage of This. Shop Here.

SHOES OF QUALITY AND STYLE  
BELCHER - FORLAW SHOE CO.

Successors to Dibson Sills.

THE  
**COMMERCIAL PRINTERS**  
INC.  
212 Main St. Phone 1130. Printing Fit For Its Purpose

POUVEZ-VOUS RIRE?

"Papa," said the small son, "what do they mean by college bred? Is it any different from any other kind of bread?"  
"My son," said the father, "college bred is a four years' loaf."

The city girl boarding in the country spoke to the farmer about the savage way in which the cow regarded her.

"Well," said the farmer, "it must be on account of that red waist you're wearing."

"Dear me!" cried the girl. "Of course, I know it's terribly out of style, but I had no idea that a country cow would notice it."

Housewife: "What do you work at, my poor man?"

Tramp: "At intervals, ma'am."

Two students on a train were telling about their abilities to see and hear. The one says: "Do you see that barn over there on the horizon?"  
"Yes."

"Can you see that fly walking around the roof of the barn?"

"No, but I can hear the shingles crack when he steps on them."

Angman.

Visitor to Hospital Attendant: "Is Mr. Murphy in?"

Hospital Attendant to Visitor: "Yes, he is convalescing now."

Visitor: "Very well, I'll wait."

Brazilian American.

"I hear your uncle died and left all he had to an orphan asylum?" inquired Marie.

"Yes," replied Edith.

"What did he have?" questioned the first.

"Fifteen children," responded Edith.

Diner (trying to cut his steak)—  
"Say, waiter, how was this steak cooked?"

Waiter—"Smothered in onions, sir."

Diner—"Well, it died hard."

Exchange.

MILADY'S SHOES

Revealing The Footwear Trend For Fall

Not since Cinderella's romance drew the attention of the fair sex to footwear have shoes merited feminine attention more than today. For the well-dressed woman, no costume is complete until the right shoes are obtained, and the variety of smart distinctive styles on display for autumn indicates that the demand is being met in an admirable manner.

Generally speaking, patterns for fall are marked by simplicity, and over their unusual appeal to perfection of line and quality of material. HINE'S is showing a plain opera pump made up in patent and also in a rich new shade of tan calf, which fits the foot perfectly and which completes with a beautiful finial so many tailored costumes. This store is also displaying for street and semi-sport wear a tan calf pattern with a novel tongue effect and a low, boyish heel; a patent slipper with three tiny straps held snug over the instep by strips of elastic going on the sides; and a smart dull calf style with going well to complete and distinguish the single strap.

For dress wear, there are trim black satin styles, and for the evening dress—which is probably in one of the lovely pastel shades—there is a white satin one-strap slipper which possesses the charm of individuality and gracefulness and which can, by magic, assume the exact time of your dress!

These intriguing styles and patterns must be seen on the foot before the lines and the quality of material and the workmanship can be fully appreciated. And bowing to the college group as smart standard-bearers of Dame Fashion, it gives every member of HINE'S organization a great pleasure to welcome to Winston-Salem the students and faculty of Salem College. To this greeting, let us add a cordial invitation to visit our store. Let us demonstrate the beauty and practical worth of our shoes, and the efficient and complete service on which we pride ourselves.—Advertisement.

STUDENTS

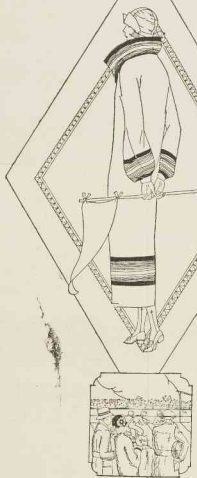
We welcome you to the Best and Largest City in the good old Tar Heel State. The Best and Finest School, of course — Salem College.

The Best and Most Popular Department Store.

ROSENBACHER'S

We Cater to Your Wants

1924 1925



GREETINGS  
TO THE COLLEGE GIRLS

We are more than glad that you are here. We have missed you during the summer months. And we extend to you a cordial invitation to visit our store and see the many pretty New Fall Styles we now have on display.

We will take great pleasure in showing you through our store, whether you wish to buy or not. We have plenty of room for you to walk around and sit down and rest. And we want you to feel at home.

We are prepared to give you the best of service in our BEAUTY PARLOR. Graduate operators to serve you. All kinds of Beauty Culture. At the most moderate prices.

D. G. CRAVEN CO.

WEST FOURTH ST. WINSTON-SALEM, N. C.

"SALEM" —

TEACHERS AND STUDENTS

—WE WELCOME YOU

This big, friendly store, better known as "Salem Girls' Headquarters," once again welcomes you. You will find us fully and warmly prepared to serve you with your Fall and Winter needs in—

READY-TO-WEAR, MILLINERY AND ACCESSORIES

We invite you to make this store your "Shopping Headquarters." Our services are at your disposal.

THE  
NEW  
THINGS  
FIRST

THE  
IDEAL  
SALEM GIRLS HEADQUARTERS

THE  
NEW  
THINGS  
FIRST