

WE BRING PARIS TO YOU!

New Fashions Most Every Day Most Interesting to See



THIS IS YOUR STORE

Come in—see the new things whether you wish to buy or not. It's a pleasure to show you!

ROSENBACHER'S

The Store For the College Girl.

STREET DRESSES, AFTERNOON DRESSES, EVENING DRESSES

We are now showing an unusually large collection of Street Dresses, Afternoon Dresses and Evening Dresses. All in the newest styles and shades. Prices ranging from \$19.85 to \$150.00. We will be pleased to serve you.

D. G. CRAVEN CO.

West Fourth Street W. ... N. C.

O'HANLON'S DRUG STORE
The Store You Know

60c	LISTERINE— Our Price	47c
\$1.00	LAVARIS— Our Price	89c
\$1.25	LOVE'S FACE POWDER— Our Price	89c
\$1.00	METRA FACE POWDER— Our Price	79c
50c	SILLMAN'S PIECKIE CREAM— Our Price	39c
50c	HINE'S HONEY & ALMOND CREAM— Our Price	39c
50c	PEPSODENT TOOTH PASTE— Our Price	39c

O'HANLON'S DRUG STORE
The REX ALL Store

BROADWAY

Week Commencing
Monday, October 6th

Monday and Tuesday

MAE MURRAY
in "Mademoiselle Midnight"

This is a very good picture with plenty of Murray pep—clothes and pretty costumes.

Wednesday, Thursday, Friday

RUDOLPH VALENTINO
in "Monsieur Beaucaire"

A work of art and another success for a great emotional actor.

Thursday

"IT IS THE LAW"

A real melodrama. With action galore

B. F. KEITH VAUDEVILLE AT THE AUDITORIUM THEATRE
6 Days Every Week—40 and 50c

Welfare's Is The Place For Salem College Girls—Just Around the Corner. We welcome you at all times.

HARRISON'S
STYLE WITHOUT EXPENSIVENESS

413 Third Street
NEWEST FALL STYLES
in
FROCKS, COATS, HATS
Prices Reasonable

POUVEZ-VOUS RIRE?

JOKES.

Freshman (at book store)—"And, please, I want a copy of What Can I Do For Literature?"—Sun Dial.

The cartoonist is a man who draws us as others sees us.—Sun Dial.

Teacher: Willie, what part of speech is "nose"?"
Willie: None, you speak with your mouth!—Punch Bowl.

Miss MacMillan finds herself wishing that all students were more careful about the return of books on time. She gives as an excellent example the girl who was so conscientious that she hurried to return her own French grammar to the Librarian at nine o'clock. Upon investigation, it was discovered the girl had not taken a book from the library at all.

ON THE CAMPUS.

"Did you do your English for today?"
Bitch! English ain't hard."

He—"Do you like Kipling?"
She—"I don't know. How do you Kipple?"

Teacher: "If a farmer raised seventeen hundred bushels of wheat and sold it for \$1.17 a bushel, what will he get?"
Small Boy: "Automobile."

"Now, tell me what is the opposite of misery."
"Happiness," said the class in unison.

"And sadness?" asked the teacher.
"Gladness."

"And the opposite of wac."
"Giddap," shouted the enthusiastic class.

Brown always did possess a soft heart. This is how he wrote: "Dear Mrs. Harrison; your husband can not come home today, because his bathing suit was washed away. P. S. Your husband was inside it."

On her return from church last Sunday, someone noticed on the door of the church laundry, on Main street the following sign: "I Be Com Back A. M. eleven."

"VOGUE SAYS."

And when Vogue speaks, the Colonel's lady and Judith Graybi, as well as the rest of feminine America, stand at attention. For this authoritative mouthpiece of the mode utters the last word in regard to women's costume "from the ground up."

Starting at this point, then, we quote Vogue: "Simplicity is the goddess we all worship nowadays. —And in her honor all our new shoes are planned. No shoe that isn't simple can be good this year." (Issue of Oct. 1, P. 61). Which, at first glance, make our shoe problem look simple. Certainly plain pumps and pump effects and modest strap patterns in shoes ought to be easy to secure—but you try it!

Just as the simple dress is the most difficult to achieve, so is the simple shoe. Positively everything about both must be right or the effect is pitiable. And when we come to an analysis of shoes, there are a great many different things to get right. The choice and quality of leather, the correct pattern, the proper cut and skillful workmanship must all be combined if the effect of smart modishness which fashion demands is to be secured.

Having done this in one shoe, the dealer must begin over again a number of times, for women demand infinite variety. HINE'S would refer you with pride to their display of fall shoes. Not one only, but several simple well-made slippers the prevailing materials are found, from which one may select the shoe meeting the individual need of the costume. All of them conform to Vogue's dictum—but the fitting is HINE'S own! Of more vital importance than cut or material, and infinitely more difficult to secure, is the elusive quality: in fact, A FIT IS THE THING. With due care as to these other details, and with HINE'S to fit them, your shoes will do honor to the goddess at whose shrine they were originated.—Ade.

"Bobbie" Sweaters

Just in

\$8.50 to \$12.50

Be Sure to See These Monday

ANCHOR STORE

"Better Values For Cash"

Arcade Fashion Shop
Headquarters for College Girls

Salem Girls Are Especially Invited to Visit Us During Fall Opening Days.

Many New Things Await You Here.

ARCADE FASHION SHOP

432 North Liberty Street.

THE MODE OF THIS MOMENT!

—An Exquisite Array of Fashions, in FROCKS, COATS, HATS, ETC.

Really Charming — And Most Moderately Priced.



418 North Liberty St.



The Taste Will Tell

The very first bite you take from either this delicious Pie or Cake will tell you why so many women have quit home baking and buy their Pastry and Bread from us.

We specialize on Cakes and Pastries for Teas and Parties.

GILMERS
FROM MILLS DIRECT TO YOU

New Shipments Arriving Daily

BELCHER - FORLAW SHOE CO.

Successors to Dabson Sills.

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