

**PICTURE Your
PRODUCT With
PIEDMONT
PLATES**



ZINC ETCHINGS
HALF-TONES
COLOR PLATES

**PIEDMONT
ENGRAVING
COMPANY**

PHONE 2916 WINSTON-SALEM, N.C.

MON — TUES — WED

**"THE
VIRTUOUS SIN"**

With

Kay Francis

And

Walter Huston

THURS — FRI — SAT

"FAST & LOOSE"

With

Miram Hopkins

Frank Morgan

Carole Lombard

STATE

WELFARE'S

DRUG STORE

The Store for
SALEM GIRLS

Where you can get
What you want
When you want it
And IT'S RIGHT

*"Electricity—The
Servant in the Home"*

It does the cooking, refrigerating, sweeping, washing, ironing and other tasks—and does them all more efficiently and with the expenditure of less effort on the part of the housewife than you can imagine. If your home is not thoroughly electrified you are missing much that makes life worth while.

**SOUTHERN
PUBLIC
UTILITIES
COMPANY**

D. G. CRAVEN COMPANY

LIPSTICK FREE

TINY TIPS TO TINT THE LIPS

FREE TO COLLEGE GIRLS

ASK FOR YOURS IN OUR CORSET DEPT.

DO YOU HAVE HOSEIERY PROBLEMS?

Bring Them to Us

Our Hosiery have a reputation for wearing — Try a pair of
CADET — CORTICELLI OR BIJOU

\$1.00 TO \$1.95 A PAIR

THE IDEAL

"We Mend Silk Hosiery"