

WELCOME

Salem College Students

TO WINSTON-SALEM'S LEADING AND MOST
EXCLUSIVE DEPARTMENT STORE

Our Store is Your Store. Come in and Make the
Ideal Your Shopping Headquarters

THE IDEAL

WELCOME SALEM GIRLS

We Cordially Invite You to Make Our Store Your Headquarters
Clean — Courteous — Service

THE BEST SANDWICHES IN TOWN

WELFARE'S DRUG STORE

"FOR YOUR OWN WELFARE"

Winston-Salem's Greatest Entertainment

CAROLINA

WELCOMES THE SALEM GIRLS

<p style="text-align: center;">NOW SHOWING "DAMES" With Dick Powell Ruby Keeler Joan Blondell Zasu Pitts</p>	<p style="text-align: center;">STARTS MONDAY Marlene Dietrich In "THE SCARLET EMPRESS"</p>
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Introducing

TREE-BARK

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A NEW LEATHER

See Our Windows



HINE'S
A STEP AHEAD

Welcome, Salem Students!

We heartily greet you as you "Stand at the portals" of another school year. Whenever you think of school clothes let your immediate thought be "Sosniks." We are ready to help you put the finishing touches to your first school wardrobe. Visit us soon!

<p>Tweed Suits \$18.75 ^{Up}</p>	<p>Campus Frocks \$12.75 ^{Up}</p>
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SOSNIK'S
W. 4TH AT SPRUCE

WELCOME
Back to Salem

We Have Missed You

We Are Showing Lovely
New Line of College
Clothes

At Popular Prices

D. G. Craven
Company

PASCHAL SHOE
REPAIR CO.

Let us Serve you Again

We Dye Shoes Any Color
"Best In Our Line"
219 West 4th St.
Phone 490

Welcome Salem Girls
And Faculty

DAVIS, Inc.

NO NEED

WALKING TO TOWN
BECAUSE
THERE
IS
NO NEED

WE CAN'T FILL

SALEM BOOK STORE

Right On The Campus

A Cordial Invitation
USE GENUINE
ENGRAVING
H. T. Hearn Engraving Co.
217 Farmers Bank Bldg.

"GLAD YOU'RE BACK"
TEAGUE'S
Women's Smart Apparel
"Headquarters For Sports Attire"
319 West 4th Street

JUNIOR LEAGUE
BEAUTY SHOP

Welcomes The Salem Girls
Robert E. Lee Hotel Building

Distinctive "Natural" Permanents
That Youthful, Flatter and Last.
Hair that is bleached, dry or brittle
after summer at shore can be re-
conditioned at the

GILDA BEAUTY
SALON
Telephone 9553