

SALEM OPENS ANOTHER DOOR

WRINGERS AND OLD LINEN

What took place in the basement (yes, Basement!), of the practice house on the A. M. of April 7, 1935 would, no doubt, cause many a pair of horn-rimmed specks to fall off the earliest Moravians' noses or even their follow-uppers of the last century, to say nothing of the shock you'll get when the deep-dark mystery is revealed to you.

The modern dames, who haunted this cemented, underground-room, which had wood stacked in one part of it, and laundry equipment in another, were ambitious and industrious enough to resort to an old-fashioned clothes wringer for help. Whoops! Sounds perilously near suicide doesn't it? Anyway, here's the rub —

Art teachers can scare up no end of contraptions, apparatus, conglomerations, and what have you, and make them useful as well as ornamental. Curiously enough, that is exactly what Mrs. Meinuing does for her Industrial Art classes, until she

has caused Salem a sudden rise to greater fame by starting a printing press in said basement.

There! Watch your spectacles.

This Salem Press of 1935 is a hand-turned affair. First, the pupil cuts a design, using sharp tools, on a linoleum block; next, a brayer is rolled over the block to distribute ink evenly on the raised surface, and lastly, the block is placed between papers and rolled through the wringer. Out comes the finished product — a hand printed Christmas card or book plate. Really, it's amazing how thrilling it is to do one's own printing, on paper that was made by one's own hands from shredded, white, linen rags.

Salem is not only stepping forward with a printing press, but it also has its own weather bureau luming up in the near future.

I wonder if in 1772,

Founders thought of a printing press too?

At least there is no history

To clear up this great mystery So we of 1935, I guess

Have founded Salem's Printing Press.

A baby crying for an hour uses up enough energy to climb the Washington monument.—The Technique.

The strongest army in Europe today is the Russian. France has the largest air force.

Here is a good opening line for a novel on college life: "A small coupe drew up to the fraternity house and eleven passengers alighted.

—The Guilfordian.

Judge: "You are accused of hitting the Chinaman on the head with a vase. What have you to say?"

Prisoner: "He was threatening me in broken English, so I replied in broken China."

Smart Women's Wear

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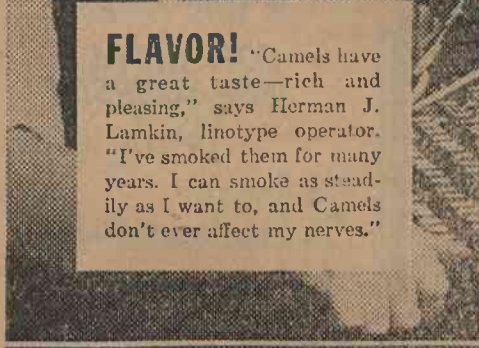
FLAVOR! "Camels have a great taste—rich and pleasing," says Herman J. Lamkin, linotype operator. "I've smoked them for many years. I can smoke as steadily as I want to, and Camels don't ever affect my nerves."



ENERGY! An editor gives his experience: "The enjoyable way of easing strain is smoking Camels," says Ray Baker. "Camels bring back my 'pep,' and I can tackle the next big story with renewed energy!"



SO MILD! Miss Margaret Nichols, expert woman reporter, says: "Camels are a smoother smoke. They have a mild flavor—delicate and pleasing—entirely different from any other cigarette. Camels taste better!"



HEALTHY NERVES! Fat Robinson, sports writer, says: "I've been smoking Camels ever since they were put on the market. I smoke at least two packs of Camels a day. They never interfere with my nerves."



VALUE! "Camels are made from costlier tobaccos. They're the real 'extra value' cigarette," says E. E. C. Pickwood, ace news-photographer, who often uses fast airplanes to get "front page pictures" for a great New York newspaper. "I'm loyal to Camels," Pickwood continues. "They taste so much richer and smoother—never frazzle your nerves. I have smoked Camels for years and I, too, would 'walk a mile for a Camel.'"