

SO YOU'LL KNOW

"Paw, what's an advertisement?" asked little Hubert. "An advertisement," explained the father, "is the picture of a pretty girl eating, cooking, chewing, smelling, gargling, rubbing, wearing, or driving something which the advertisers are anxious to sell."

4 Can Ride For the Price of One



PHONE 7121

We Welcome You To Our City

Come In and Visit Us

JUNIOR LEAGUE BEAUTY SHOPPE

BOBBITT'S PHARMACY

Reynolds Building

Welcomes You Come In and Bring Your Friends

PICTURES COMMAND ATTENTION!

Use Piedmont Plates FOR YOUR ILLUSTRATION

PIEDMONT ENGRAVING CO. MAIN & FOURTH ST. PHONE 2916

Welcome Salem Students and Faculty We're Glad To Have You In Our City

Now for your hair-bobbing and other beauty service We welcome you to this well known beauty shoppe. IT'S GOT TO BE GOOD IF

IT'S FROM WILLIS

J. M. WILLIS BOBBER & BEAUTY SHOPPE

114 Reynolds Building PHONE 6073

WELCOME SALEM GIRLS AND FACULTY

WM. ROBIN CO.

219 W. 4th Street

ON THE STAGE "RHAPSODY IN RHYTHM" FRI. & SAT. Song - Comedy - Dances ON THE SCREEN "Transient Lady" With GENE RAYMOND FRANCES DRAKE

Unknown Heroes! "MEN WITHOUT NAMES" With Fred McMurray Madge Evans

MON. TUES. STRIP

The ANCHOR Co.

"Shopping Center of Winston-Salem"

Distinctive College FURNISHINGS

A HEARTY WELCOME TO COLLEGE AWAITS YOU AT THE ANCHOR COMPANY

Where there's everything to make studying easier in that cute little cozy college room. Here you will find just the thing to brighten up your room while at college.

END TABLES

Both Mahogany and Walnut Finish. What could be better for that empty space in the college Room. Priced At. \$1.00

PILLOWS

While studying be comfortable on one of these Kapok filled Pillows in Colors of Blue, Green and Red Priced At. 59c

CHAIRS

Bed Room Chairs - Chintz Covered with easy Comfortable Spring Seat. Priced At. \$5.95

RUGS

Spot Rugs made of Chenille in Oval Shapes. All colors to pick the one to match from. Priced At. \$1.00

READING LAMPS

Don't let improper lighting keep you from your studies when these Lamps can be bought complete with shades For \$1.49

BED ROOM DRAPES

Ruffled or Tailored Styles, Sizes 34x2 1/2, in colors of Blue, Gold, Peach, Green Orchid, Cedar and Eggshell. Priced At. \$2.95

IN OUR BASEMENT



Special Offer Salem Girls!

Come by and let us give you a free box of Whitman's Candy.

CAROLINA DRUG STORE

Next To Sosnik's

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

SALEM GIRLS! VISIT THE Salem Food Store You'll Find Economy and Quality There

WELCOME TO WELFARE'S Clean, Courteous Service The Best Sandwiches In Town Welfare's Drug Store

WELCOME SALEM GIRLS D. G. CRAVEN CO.

Welcome To Winston-Salem And To Belcher-Forlaw's Come In and See Our New Fall Shoes

DON'T THROW AWAY OLD SHOES WE RE-BUILD THEM Z. C. MORGAN Repairing While You Wait NO JOB TOO SMALL 27 Years Experience 524 South Main St.

Efrds Dept. Store SENIOR CLASS HOSE Full Fashioned Pure Thread Silk Hose. Every pair ringless. Best fall shades. \$1.00 Values. 79c

Fountain Pens Note Books Brief Cases Dictionaries Stationery Bibles Greeting Cards Memory Books Kodaks

WATKIN'S Book Store

418 N. Liberty St.

Fur-remodeling, tailoring, button-covering, hemstitching and alterations.

MRS. WHITE DIAL 2-0815 118 W. Fourth Street Over Morgenroth's

MORRIS SERVICE Toasted Sandwiches Fountain Specials "Exclusive But Not Expensive" Next To Carolina Theatre

PASCHAL SHOE REPAIR CO. 219 W. 4th Street DIAL 4901 "Best In Our Line" WE DYE SHOES ANY COLOR

Welcome Salem Students MARGARET MARIE Is Ready To Serve You Again This Year 205 W. 4th STREET

Teague's WOMEN'S SMART APPAREL WINSTON-SALEM, N. C. See Our Sweaters, Skirts and Knits 319 W. Fourth Street TELEPHONE 6232

WE TAKE THIS OPPORTUNITY TO WELCOME THE FACULTY AND STUDENT BODY OF SALEM COLLEGE AND ACADEMY Hoping Each and Everyone a Very Successful and Happy Year

Try Our New Drink—Something New and Different PINEAPPLE FROST SALADS SERVED WITH EVERY SANDWICH

GOOCH'S MAIN AT ACADEMY STREET