

# Prizes For Perception . . . .

We don't think that there are any mistakes in the advertisements on this page or on page 6. See for yourself!

But if you should find any typographical errors in them while you're reading them, jot them down with the name of the advertiser in whose ad they appear. Present your list to Peggy Davis who will award a pack of Chesterfields to the first five winners with longest lists.

P.S. For discovering an error in the Chesterfield ad, you'll win a carton . . . of what? Chesterfields, of course.

Victor, Columbia and Decca Records

*Bocock-Stroud Co.*  
217 West Fourth Street

HEADQUARTERS FOR

## HINKLE'S BOOK STORE

School Supplies—Gifts—Greeting Cards

Fountain Pens — Stationery

452 Trade St.

Phone 8103

## Sprinkle's Record Shop

409 North Marshall Street

Phone 6471



A pert peplum and a soft ballernia go dancing together . . . five buttons and a Peter Pan collar . . . Aqua, Beige, Pink . . . \$14.95



At Salem

### RUTH LENKOSKI

smokes  
CHESTERFIELDS

Ruth says:  
"Chesterfields give me the satisfaction I find in no other cigarette!"  
Voted TOPS!—Chesterfield is the largest selling cigarette in America's colleges (by nationwide survey).

### Barber Photo Supply Company

Kodak Headquarters

106 W. 5th St.—Opposite Post Office  
WINSTON-SALEM, N. C.

*Arcade*  
FASHION SHOP

4th at Trade

### TWIN CITY DRY CLEANING CO.

612 W. Fourth St. Dial 7106  
Winston-Salem, N. C.

### GOOCH'S GRILL AND SODA SHOP

for that  
"IN BETWEEN SNACK"

### H. T. HEARN Engraving Company

Invitations — Announcements  
Calling Cards—Stationery

### ANCHOR CO., INC.

Smart College Fashions at

Fourth at Trade Dial 6126  
Shopping center of Winston-Salem

### MORRIS SERVICE

Next door to Carolina Theatre  
Delicious Homemade Sandwiches of  
All Kinds  
Phone 6634 403 W. 4th St.

### PASCHAL BROTHERS

Shoe Company

219 W. 4th St.

Immediate Delivery  
of  
Personalized Gift  
Items

Post Cards Stationery  
Napkins Playing Cards  
Matches Book Plates

THE  
SALEM BOOK STORE  
SALEM COLLEGE

## PIEDMONT ENGRAVING COMPANY

Photo-Engravers

WINSTON-SALEM, N. C.



## DUKE POWER COMPANY

Carolinas  
Serving the Piedmont

### BRODT-SEPAK MUSIC CO.

620 W. 4th St.

### PICCADILLY GRILL

The most up-to-date Restaurant  
is the South  
415 West Fourth Street

We Have the Newest  
in Campus Fashions  
Just What You've  
Been Looking For

### JACARD'S

NISSEN BUILDING - WEST FOURTH ST.

## HUTCHINS DRUG STORE

452 N. Liberty St.

"Refresh yourself"



BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY

## Wolfgang Siebel



Likes  
Salemities  
Who  
Have Thier  
Hair  
Set  
At

## Salem Beauty Shop

525 1-2 South Main St.

Phone 7238



MRS. LOTTIE SEAY, Owner



Featuring

The "Collegiate" End Permanent  
Manicuring --- Scalp Traetments