



Miss RUTH GILLETTE

as

Miss H. L. Stiff Furniture Co.



Introducing THE Biltwell CHALLENGER

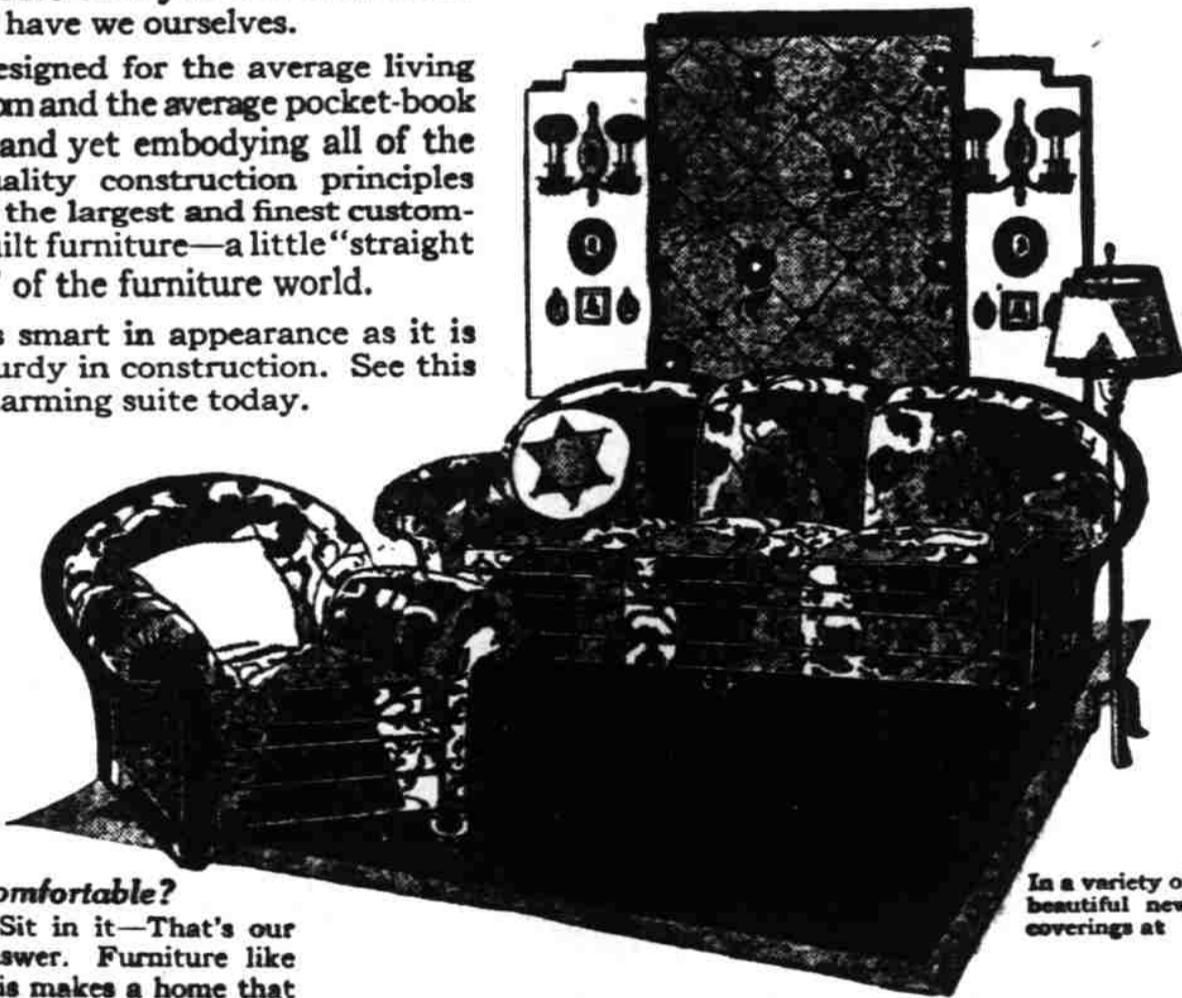
Well named the "Challenger"!

We're proud to champion this suite—proud indeed to exhibit it for your most careful inspection—sure that you will welcome it as have we ourselves.

Designed for the average living room and the average pocket-book—and yet embodying all of the quality construction principles of the largest and finest custom-built furniture—a little "straight 8" of the furniture world.

As smart in appearance as it is sturdy in construction. See this charming suite today.

TWO-PIECE UPHOLSTERED LIVING ROOM SUITE



Comfortable?—Sit in it—That's our answer. Furniture like this makes a home that friends love to linger in.

In a variety of beautiful new coverings at

\$198.25



Use Our Deferred Payment Plan

H. L. Stiff Furniture Co. COMPLETE HOUSE FURNISHERS

Use Our Deferred Payment Plan



Miss Cooley's Clothes Shop in real life Miss HELEN TURNER

Will attract your applause in the Bathing Beauty Revue.

Cooley's Clothes Shop has attracted hundreds of young men with their Fashion Park and Stanford of Hollywood clothes.

Featuring for spring the most exclusive styles for the well dressed man of today.



State and High Streets

Style and Service



Miss LEONA GARDINER

as

Miss Worth's Dept. Store

A popular girl for Salem's popular Department Store. Styles of the moment! As shown by Worth's

The fashionable woman finds them at Worth's . . . New materials . . . New designs . . . New colors and a wealth of exquisite patterns.

We cordially solicit your support of Miss Gardiner, whose charm and beauty are worthy of winning the right to represent Salem at the Galveston Beauty Pageant.

Worth's where you save Every Day DEPARTMENT STORE