



SPORTS



RADIO PROGRAM

Friday
 2-3 P. M. Music Appreciation Hour, Dr. Walter Damrosch, NBC
 2:30-4:15 P. M. Philadelphia Symphony, Eugene Ormandy, conducting, NBC
 7:00-7:15 P. M. Fred Waring
 8:00 Concert Orchestra, Dr. Frank Black, conducting, Lucille Manners, soprano, NBC
 9:00 Waltz Time, NBC
 10:00 Concert Orchestra, Howard Barlow, conducting, CBS
 10:00 Rochester Symphony Orchestra, NBC

Saturday
 6-6:25 P. M. All Chopin program, Eunice Norton, pianist, NBC
 7:30 P. M. Concert Orchestra, Howard Barlow, conducting, CBS

Sunday
 12:30-1:30 Music Hall String Symphony, NBC
 3:00-4:30 P. M. Philharmonic Symphony, CBS
 Bruno Walter, conducting
 4:30-5:00 P. M. The Pause That Refreshes, Albert Spalding and Kenny Baker, NBC
 5:00-5:30 P. M. Gladys Swarthout, CBS
 9:00 Symphony Orchestra, Lawrence Tibbett, CBS

Watch for the Little Red Man

FOOTBALL NOVEMBER 15

Clemson vs Wake Forest at Clemson
 Davidson vs Washington and Lee at Davidson
 Duke vs North Carolina at Durham
 Furman vs South Carolina at Columbia
 Maryland vs V. M. I. at College Park
 N. C. State vs Georgetown at Washington
 Alabama vs Georgia Tech at Birmingham
 Ala. Poly. Inst. vs L. S. U. at Baton Rouge
 Florida vs Miami at Miami
 Georgia vs Centre at Athens
 Louisiana State vs Auburn at Baton Rouge
 Duquesne vs Miss. State at Pittsburg
 Sewanee vs Chattanooga at Chattanooga
 Boston College vs Tennessee at Boston
 N. Y. U. vs Tulane at New York

Poetry turns all things to loveliness.

Birthdays Nov. 19-25

Nov. 19—
 Ellen Stucky
 Nov. 20—
 Annie Hyman Bunn
 Marian Burvenick
 Nov. 21—
 Jane Perry
 Mary Worth Walker
 Nov. 22—
 Mary Coira
 Sara Sands
 Nov. 24—
 Jane McNeely
 Nov. 25—
 Sebia Midgette

Watch for the Little Red Man.

VICTOR RECORDS

Most Complete Line of Recorded Music in the Carolinas Come In and Hear Your Favorite Artists

BOCOCK-STROUD CO.
Tel 4157 417 W. 4th St.

Gladys Lingerie Shoppe

Maiden Form Brassieres \$1.00 up
 Hollywood Brassieres \$2.00 up

Loafers and Moccasins "As You Like Them" AT **BELCHER-FORLAW CO.** NISSEN BUILDING

VOGLER SERVICE

Ambulance Funeral Directors Dependable for More Than 83 Years DIAL 6101

THE BOAR AND CASTLE

Famous Steak Sandwiches CURB SERVICE CLEMMONS ROAD

Paschal Shoe Repair Co.

We Also Dye Shoes Any Color "Best In Our Line" Prompt Call and Delivery Service 219 W. 4th ST. DIAL 4901

Barber Photo Supply Co-

KODAK HEADQUARTERS 6th Street Opposite Post Office WINSTON-SALEM, N. C.

Shine by Night...

Evening gowns and accessories that will make you the personification of glamour after dark...

IDEAL

West Fourth Street

ENGRAVED Invitations — Announcements Calling Cards — Stationery **H. T. Hearn Engraving Co.** 632 W. FOURTH STREET

Meet Your Friends At PICCADILLY GRILL

The Most Up-To-Date Restaurant in the South 415 W. 4th Street

RYTEX PRINTED STATIONERY

\$1.00
 200 Sheets
 100 Envelopes
CHRISTMAS CARDS
 With Name
50 For \$1.00
 At THE

SALEM BOOK STORE

Salem Campus Square

PERFECT PRINTING PLATES

PIEDMONT ENGRAVING CO. WINSTON-SALEM

MILK **DAIRIES**
 SELECTED ICE CREAM

SALEM GIRLS — HERE'S A BARGAIN

Silk Stockings, \$.49 a pair
 Nylon Stockings, \$1.15 a pair

AT THE GIFT CENTER
ARDEN FARM STORE
 Opposite Salem Square

Belk-Stevens Co.

"THE HOME OF BETTER VALUES"

WINSTON-SALEM NORTH CAROLINA

FOR YOUR **V**IVID COLORS



Helena Rubinstein's
APPLE RED

It's delicious! It's the rosy red of a red red apple polished bright in the sunlight. Apple Red Lipsticks 60c to \$1.25 — Rouge \$1.00 — Apple Blossom Cologne \$1.00.

Street Floor

Davis Inc.
 QUALITY MERCHANDISE REASONABLY PRICED

This Ad Submitted By Betty Moore

JOHNNY MIZE and MORTON COOPER

St. Louis Cardinals' first baseman and pitcher. They play ball together, hunt together, and together enjoy Chesterfield—the cigarette that Satisfies.



Sportsmen pass the word along...

It's Chesterfield

Smokers take to Chesterfield like a duck takes to water...

because they're definitely **Milder Cooler-Smoking... Better-Tasting**

Chesterfield's can't-be-copied blend... the right combination of the best cigarette tobaccos that grow both here and abroad... gives a man what he wants... a cigarette that's definitely **MILDER** and that completely **SATISFIES**.



Everywhere... IT'S CHESTERFIELD FOR A Milder COOLER SMOKE