

Ads Befuddle Copy-Readers



Our eyes gave out this week. Copy holders often find themselves in the predicament of the young lady pictured above. We don't want your eyes to fall out, but here's a chance to test your "Eye Cue" and to win a CARTON OF CHESTERFIELDS too. Read the contest rules carefully so you won't be disqualified.

First, find as many errors in the advertising copy as possible. Jot them down on a Chesterfield wrapper. Then, bring your list to the Salemite Office not later than 8:00 p. m. tonight. The person who brings in the longest list in the shortest time will win a CARTON OF CHESTERFIELDS. In the event of a tie, the prize will be divided.

EFIRD'S Department Store

430-434 N. TRADE ST.
Winston-Salem, N. C.

QUALITY MERCHANDISE
AT MODERATE PRICES

MORRIS SERVICE

Next door to Carolina Theatre
Delicious Homemade Sandwiches of
All Kinds

Phone 6634 403 W. 4th St.

GOOCH'S GRILL AND SODA SHOP

for that

"IN BETWEEN SNACK"

Arcade
FASHION SHOP
4TH AT TRADE

We feature nationally famous brands for
The College Miss

ANCHOR
THE SHOPPING CENTER

Fourth at Trade Dial 6126

For Health and Appetite
Let

**WELFARE'S
DRUG STORE**

Fill Your Prescriptions

Leave Your
KODAK FILMS
With
THE SALEM BOOY STORE
For Fine Finishing

Prints 03c each
Oversize 05c "
Enlargements 4X6 25c "
Enlargements 5X7 40c "
Enlargements 8X10 60c "

MOTHER-DAUGHTER



IMAGINE! Your Name on a Pure SILK SCARF

for only \$1.98

Terrific, what! Pure silk white scarfs framed and named in brilliant red, blue or green. Wear them stole fashion, substituting for a blouse or any which way you can think of.

Is Your Name Here?

ALICE, ANN, BARBARA, BETTY, CAROL, CAROLYN, CATHERINE, CLAIRE, DORIS, DOROTHY, EDITH, ELEANOR, ELIZABETH, EVELYN, FLORENCE, FRANCES, GERTRUDE, GRACE, HARRIET, HELEN, IRENE, JANE, JANET, JOAN, JOYCE, JUDY, KAY, LILLIAN, LOIS, LOUISE, LUCILLE, MARGARET, MARIE, MARION, MARJORIE, MARTHA, MARY, MILDRED, NANCY, PATRICIA, PEGGY, PHYLLIS, ROSE, RUTH, SALLY, SHIRLEY, SUSAN, SYLVIA, VIRGINIA.

Choose from a list of 50 names!

MAIL ORDERS PROMPTLY FILLED

Please Include 20c for Tax and Postage.



Corner Liberty and Third St.

"I smoked CHESTERFIELDS
between scenes while
making my new picture,
JOHNNY BELINDA,
they're Milder ...

It's MY cigarette."

Jane Wyman

STARRING IN
JOHNNY BELINDA
A WARNER BROS. PICTURE



Joyce Hodgins ABC GIRL of Penn State says—
"I smoke Chesterfields because they are
the right cigarette for me. They're Milder
and their taste and my taste agree."

MORE COLLEGE STUDENTS SMOKE CHESTERFIELDS
than any other Cigarette... BY LATEST NATIONAL SURVEY

A *lways* B *uy* C CHESTERFIELD

MAKE YOURS THE MILDER CIGARETTE... *They Satisfy*