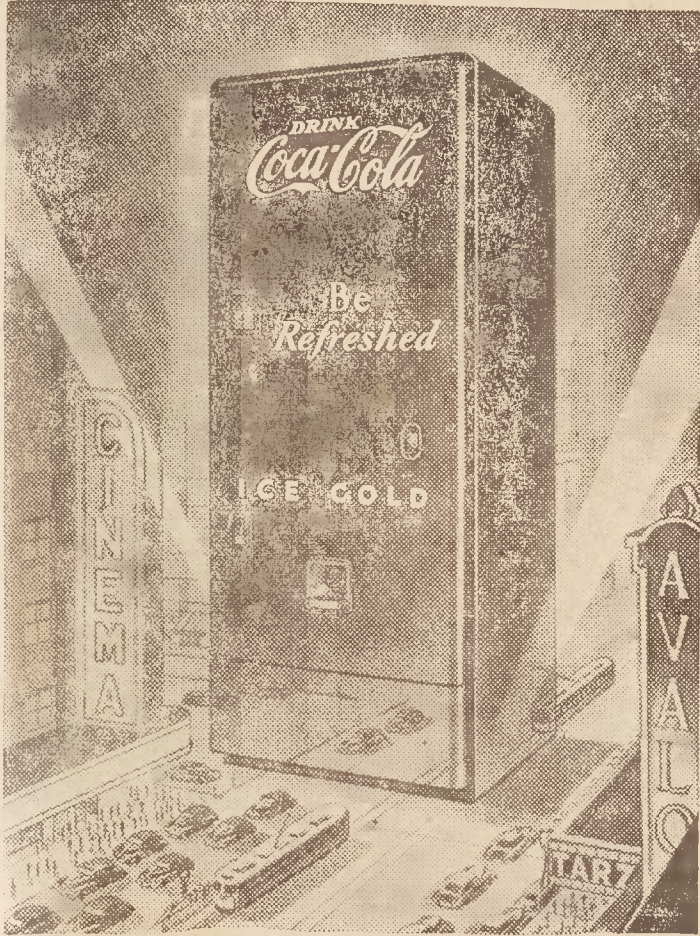


Victor, Columbia and Decca Records

Bocock-Stroud Co.

Fourth at Spruce St.

*Refreshment And Movies
Go Hand-In-Hand*



5¢

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MONTALDO'S

*Our Second Floor Shop was established to bring to Winston-Salem
the finest in Fashions for on and off campus*

For Smoothness and Styling—*Russ Morgan's* "Forever And Ever"
—A NEW DECCA DISC



IT'S CAMELS
FOR ME, PAT —
FOR TASTE AND
MILDNESS!

THE 30-DAY
MILDNESS TEST WON
ME OVER, RUSS.
CAMELS ARE SO MILD!

Styled in the Morgan manner, "Forever and Ever" is dance-tempting. Russ likes smooth music and mild cigarettes. "Camels" —says Russ—"they're my idea of a mild, fine-tasting smoke!"

*for Taste and Mildness—
Camels!*

In a recent coast-to-coast test of hundreds of men and women who smoked Camels, and only Camels, for 30 days, noted throat specialists, making weekly examinations, reported

**NOT ONE SINGLE CASE
OF THROAT IRRITATION
due to smoking
CAMELS!**



Russ Morgan and his lovely vocalist, Pat Laird, talk over the Camel Mildness Test

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.