



BIG BEN SALE

LADY MILTON SHOP

First we whispered, now we're shouting—
The most exciting reductions you'll ever find on
everything we carry—we've really lowered the
boom

Entire stock luisa spagnolis italian sweaters re-
duced from 18.95 to 10.99; 14.99 to 8.99, etc.
Bernadale 100% cashmeres reduced from 16.95
to 10.99 and 18.95 to 12.99

Bernhard altmann imported from austria cash-
meres reduced from 22.95 to 14.99; 25.95 to
14.99; 27.95 to 17.99; 29.95 to 19.99; 23.95
to 14.99; 24.95 to 15.99

Our full fashioned shetland sweaters reduced
from 10.95 to 7.99 and 11.95 to 8.99

Entire stock haymaker skirts reduced 50%; all
the rest of our skirts including Evan-Picone,
Bernhard Altmann, Florence Walsh, substan-
tially reduced

All year round wool dresses by Arkay and Nan-
tucket naturals 40% off

Entire stock haymaker shirts reduced to below
cost

Many styles in our Lady Hathaway shirts now on
sale

All ceramic jewelry \$1.00 off

Entire stock suits including Davidow drastically
cut

Entire stock Piper Cub blazers cut from 25.00 to
17.99

Haymaker shirt dresses cut from 18.95 to 11.99
and 25.00 to 15.99

10.00 imported lambswool sweaters cut to 3.99

Greta Plattry springwear reduced 40%

All wool Bermuda shorts \$4.00 off

Many other remarkable values

All sales cash—alterations extra

Milton's
Clothing Cupboard

Kenan Winners Named

(Continued from Page 1)
tion and publication and effective
administration of a large and com-
plex department which is deci-
sively important throughout the
whole range of natural sciences."
Dr. M. T. Van Hecke: "Chair-

500 CAROLINIANS CAN'T BE WRONG

Our shop alone has sold more than
500 copies of William Meade
Prince's great story of a North
Carolina boyhood. It must be good!

THE SOUTHERN PART OF HEAVEN

Our Special

\$2.49

The Intimate Bookshop

205 E. FRANKLIN ST.
Open Evenings

man of the Fourth Regional War
Labor Board (1942-45), Chair-
man of the President's Commis-
sion on Migratory Labor (1950-
51), author of legal works and
contributor to legal journals, he
is recognized nationally as a
teacher, scholar and distinguished
member of public commissions."

Dr. W. S. Wells: "His voluntary
participation in the special pro-
gram for superior freshmen illus-
trates his devoted and effective
work as a teacher . . . he has the
chief responsibility at UNC for
Renaissance bibliography. He
served with distinction full terms
in two of the highest academic
posts subject to the Chancellor
and now turns away from admini-
strative assignments in order to
apply all of his energies to teach-
ing and research."

Dr. W. L. Wiley: "Outstanding
in both teaching and scholarship,
his high standards, courtesy and
enthusiasm for his subject make
him appealing and effective in his
classes. As assistant editor of
Studies in Philology he has
strengthened bibliography and
understanding for the French
Renaissance France, have brought
recognition to him and honor to
the University."

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L&M's Got *Everything!*



Janet Blair, Actress: "I have the fullest confi-
dence in L&M's Miracle Tip . . . and L&M's taste
so good, I made them my regular cigarette."



John Robert Powers, Creator of the Powers
Girls: "I think L&M's filter is far superior to
the others. Great smoke . . . wonderful flavor."



Patricia Morison, Musical Comedy Star: "I
love L&M Filters. Never dreamed a filter ciga-
rette could filter so thoroughly, yet taste so good!"



Stands Out FROM ALL THE REST!

STANDS OUT FOR FLAVOR. The pure, white Miracle Tip draws
easy, lets you enjoy all the taste.

STANDS OUT FOR EFFECTIVE FILTRATION. No filter compares
with L&M's Miracle Tip for quality or effectiveness.

STANDS OUT FOR HIGHEST QUALITY TOBACCOS, low nicotine
tobaccos, L&M tobaccos . . . Light and Mild.

MUCH MORE FLAVOR — MUCH LESS NICOTINE

America's *Best* Filter Cigarette!

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BIG BEN SALE

First we whispered—The most fantastic reductions we've ever offered. Take your pick of year round or summer apparel—
the reductions are stupendous

The following will give you some idea—

17 suits in light gray or dark blue flannel—values to 60.00, now
24.99

Entire stock of college hall suits reduced from 60.00 to 32.99

Entire stock of linette madison model suits, all of imported flan-
nels and shetlands, reduced from 60.00 to 32.99 (all in ivy
league model)

Entire stock of our own make ivy league suits, many with repp
linings and back straps on the slacks, reduced from 75.00 to
55.00; 60.00 to 34.99 and 39.99

All other suits substantially reduced—no year round suit excepted

You'll never get a better chance to stock up on better wool
slacks. Entire stock pleated pants at ridiculous prices. Formerly
to 20.00, take your pick of all shades except charcoal, at 5.99.
Charcoal gray and brown at half price.

Entire stock ivy league slacks with back buckle strap reduced
from 17.95 to 13.99; 16.85 to 12.99; 13.95 to 9.99

Summer cotton cord suits by Gordon Clothes reduced from 26.50
to 17.99

Worsted cotton summer suits by Rystar reduced from 32.50 to
22.99

Denim jackets reduced from 17.50 to 10.99

Imported from Scotland lambswool sweaters reduced from 14.95
to 6.99

Imported crew neck sweaters reduced from 13.95 to 9.99

Italian import sagnol isweaters reduced from 20.00 to 12.99

Entire stock shoes, cordovans, cordovan loafers, white bucks,
dirty bucks, loafers substantially reduced

Cashmere blend socks by Exeter reduced from 3.95 to 2.99

Group ties, reduced from 2.50 to 1.50 (repps and silk foulards
and challis)

If you've read these listings from the beginning, you've probably
wondered about sport coats—well, we've really gone mad in
this department.

33 sport coats reduced from 42.50 to 17.99.

Terrific reductions on 117 Harris Tweed jackets—reduced from
48.75 and 45.00 to 21.99 and 29.99

Over 165 sport jackets by linette clothes reduced from 42.50 to
24.99

Our famous foulard and repp lined exclusive patterns sport coats
reduced from 48.75 to 32.99 and 52.50 to 39.99 (including
black-browns)

43 sport coats of imported handwoven shetlands reduced from
55.00 to 24.99

Large group shirts, values to 4.50, reduced to 2.49

Ivy league button-downs, values to 5.00, reduced to 3.99

All our famous viyella sport shirts reduced from 17.50 to 11.99

Other of our famous brand shirts cut from 8.95 to 6.50 and 6.95
to 4.99

Our famous brand dress shirts reduced from 8.50 to 5.99; 6:50
to 4.50 (regular button-down collar)

Hats, values to 8.50, reduced from 35.00 to 22.99

Cotton baby cord jackets reduced from 17.50 to 10.99

Just received the prettiest assortment of candy stripe tab collar
shirts at 5.00

\$.75 cotton rib socks by Sarfert reduced to .29

Sanforized baby cord pants, values to 6.95, some pleated, some
unpleated, only 2.99

Irish linen pants reduced from 13.95 to 5.99 (all pleated model)

Acetate linen pants reduced from 10.00 to 3.99 (all pleated)

Navy tropical worsted or dacron wool blend dark brown, in un-
pleated ivy model, reduced from 16.95 to 11.99

All sales cash and final—slight charge for alterations

MILTON'S CLOTHING CUPBOARD

Open Daily 10:00 a. m. to 7:00 p. m.