

"TAG, YOU'RE SANTA!"

FRIDAY NIGHT
7:00 TO 8:00

PRIZES! CASH!

HAVE
FUN!



25 PLAIN CLOTHES
SANTAS WILL BE ON
THE STREETS OF DOWNTOWN
SALEM—TAG ONE AND GET A PRIZE!

RULES FOR TAGGING SANTA FOR A PRIZE

SANTA'S FIRST TAG AFTER 7:00 FRIDAY NIGHT WILL WIN A VALUABLE MERCHANDISE PRIZE OR PERHAPS THE CASH PRIZE OF \$100.00.

EACH PARTICIPATING STORE WILL HAVE A SANTA (dressed in plain clothes) ON THE STREET WITH INSTRUCTIONS TO TAKE THE FIRST PERSON TAGGING HIM OR HER BACK TO THE STORE FOR PRESENTATION OF THE PRIZE.

ALL CHILDREN MUST BE ACCOMPANIED BY EITHER PARENTS OR AN ADULT IN ORDER TO TAKE PART IN THE TAGGING.

DOWNTOWN SALEM MERCHANTS ASSOCIATION ARE SPONSORING "TAG, YOU'RE SANTA."

**ON THE STREETS ONLY!
NOT IN THE STORES!**

THE \$100 WILL BE GIVEN
TO THE LUCKY WINNER IN FRONT OF
BISHOP'S STORE AT 9:00 FRIDAY EVENING

9:00 O'CLOCK FRIDAY NIGHT IS SET FOR THE PRESENTATION OF THE \$100 BILL TO THE LUCKY PERSON WHO TAGS SANTA FIRST. REMEMBER, BOTH MEN AND WOMEN WILL BE SANTAS. IT MAY BE YOUR NEIGHBOR... YOUR UNCLE OR AUNT MINNIE. YOU MUST TAG WITH YOUR RIGHT HAND ONLY... (No two-handed tags) A slight tap on the shoulder... the exact words, "Tag, you're Santa" and you may be the lucky winner of a valuable prize.

SPONSORED BY DOWNTOWN RETAIL MERCHANTS ASSOCIATION

SALEM CAMERAS

469 STATE ST.

REPEATED BY POPULAR DEMAND!

3 1/2" x 5" Colored Prints

Reg. 75c Ea.
Made from any
of your colored slides

39c ea.

SALEM HARDWARE

120 N. COMMERCIAL ST.

1 Group of Low Planters

Metal Frames **1/2** and
All Reduced **more**

LIPMAN'S

CORNER LIBERTY & CHEMUKETA STS.

G-E PORTABLE TV

Reg. 119.95

- 9-in. black daylight screen
- All channel tuning
- Lightweight

T.V. 3rd floor

84⁹⁵

H. L. STIFF FURNITURE CO.

450 COURT

Foam Rubber Pillows

All Colors, Special **1.49**

Pin-Up Lamps and Shade

A 3.50 Value, Special **95c**

UNITED SHIRT SHOP

331 STATE ST.

100% All-Wool Topcoats

Reg. 39.50
All Sizes
SPECIAL

29⁷⁵

THE PIKE

138 SO. LIBERTY ST.

ALSO AT 2234 FAIRGROUNDS ROAD

"TU-FER" ICE CREAM SALE

EGG NOG
ICE CREAM

One Round Half-Gallon
In Reusable Carton 95c
2 for \$1⁶⁹

24-Hour Green Stamps—Open Daily and Sun. 'Til 11 P.M.

W. T. GRANT CO.

260 N. LIBERTY

CHILDREN'S TOY

CASH REGISTER

Reg. 2.98

A wonderful toy that really works for
that playtime merchant on your Christ-
mas list.

2¹⁷

ALEX JONES

499 STATE ST.

FUR LINED

MEN'S DRESS GLOVES

Imported Brown
Capeskin

4⁹⁵

W. T. GRANT CO.

260 N. LIBERTY

MEN'S 4 PIECE

McGREGOR SHAVE SET

Reg. 79c

- 2 oz. Cologne
- 2 oz. After Shave Lotion
- Brushless Shaving Cream
- Styptic Pencil
- Attractive Gift Box

57c

PENNEY'S

160 N. LIBERTY ST.

**TOWNCRAFT'S NEW MINIMUM
CARE WHITE DRESS SHIRT**

Takes no more ironing than any "no-
iron" cotton broadcloth. Keeps you neat-
er, fresher too, all day long... its pre-
mium quality, without the premium price
... every inch a real Towncraft!

3⁹⁸ Sizes
14 1/2 to 17

MAIN FLOOR

WEISFIELD'S

305 N. LIBERTY ST.

**Assortment
Costume Jewelry**

Values to **59c** each

2 for 1.00
NO MONEY DOWN

**Shop Downtown
Salem for Salem's
Largest Selection
of Christmas Gifts**

WILLS MUSIC STORE

432 STATE STREET

Zenith Portable Radios

Regular 29.95, Special **22⁹⁵**
1 Only—\$800 Admiral Hi-Fi
Beautiful Cabinet, Special **49⁵⁰**

MILLER'S

LIBERTY AND COURT STS.

Men's Rayon Sport Shirts

Reg. 3.50

White-Blue-Grey-Tan
14 1/2 to 16 1/2
Guaranteed Washable

2⁴⁹

MONTGOMERY WARD

155 N. LIBERTY ST.

Season's Greetings Fruitcake

5 Lbs. of Delicious
Fruitcake

Christmas Boxed—Packed With Plenty
of Nuts & Fruits.

1⁹⁹

McEWAN'S PHOTO SHOP

245 N. HIGH ST.

CAMERA SPECIAL

The famous Super Richohflex Camera.

Regular 29.95
Special...

17⁹⁵

ALLEN HARDWARE

236 N. COMMERCIAL ST.

**Brookpark Melmac
Plastic Dinnerware Set**

32 Pieces

Open Stock List, 57.95
Special...

29⁹⁵

HARTMAN BROS., JEWELERS

STATE AND
LIBERTY STS.

BELLARAMA ALARM CLOCKS

Regular 5.95

Colors: Brass... Copper... Silver

3⁹⁵

HOGG BROS.

260 STATE ST.

CHRISTMAS SPECIAL

**NEW LOW PRICES ON ALL
Small Appliances**

Sunbeam

- Steam Iron Fry Pan Waffle Iron
- Deep Fryer Toaster Electric Blanket
- Hair Dryer Percolator Egg Cooker
- Mixermaster Coffeemaker

Give Sunbeam and You Give the Finest

W. T. GRANT CO.

260 N. LIBERTY

HOT FUDGE

PECAN SUNDAE

Reg. 35c

- 2 Big Scoops Ice Cream
- Lots of Hot Fudge
- Mountains of Whipped Cream
- Sprinkled With Pecan Halves

24c