

Montgomery Ward

155 North Liberty

Phone 3-3191

**GET AHEAD
of the CROWD!**



**COME DOWN TO WARDS
TOMORROW NIGHT FOR
THE BIG CHRISTMAS
PREVIEW!**

FESTIVITIES ALL DAY FRIDAY UNTIL 9 P.M.!
DON'T MISS A SINGLE EXCITING EVENT!

Bring the entire family and start your Christmas shopping tomorrow at Wards! Festivities begin early in the afternoon and last until 9! Huge shipments of Christmas gifts have arrived and will be on display . . . hundreds of them at November sale price. There's a gift at Wards for everyone on your list! If you want to keep some secrets, pick out what you want and pay just \$1 down. We'll hold any purchase up to \$20 until Dec. 15. Don't miss it . . . come to the preview!

OFFICIAL PROGRAM

Montgomery Ward

CHRISTMAS PREVIEW

- 3:30 P. M. Busses leave Wards for Salem Airport. Children must be accompanied by parent.
- 4:00 P. M. Arrival of Santa at Salem Airport.
- 4:30-6:00 P. M. Santa to interview kiddies at Wards.
- 6:00-7:00 — FREE Hot Dogs and Coffee served in Appliance Dept. . . . Third Floor. (Coffee and Fresh Baked Cookies 'til 9).
- 7:30-8:30 P.M. Fashion show in Wards display window.
- 7:30-8:30 P. M. Santa will again interview the kiddies.

NOTE:

Santa will be here again Saturday, 11:30 to 12:30 and 2:30 to 4:30

WESTERN UNION

SANTA CLAUS
NORTH POLE

KIDDIES OF SALEM CAN'T WAIT. ASKING FOR YOU EVERY DAY. COULD YOU POSSIBLY ARRANGE PERSONAL APPEARANCE AHEAD OF REGULAR SCHEDULE? PLEASE ADVISE.

MONTGOMERY WARD
SALEM, ORE., USA

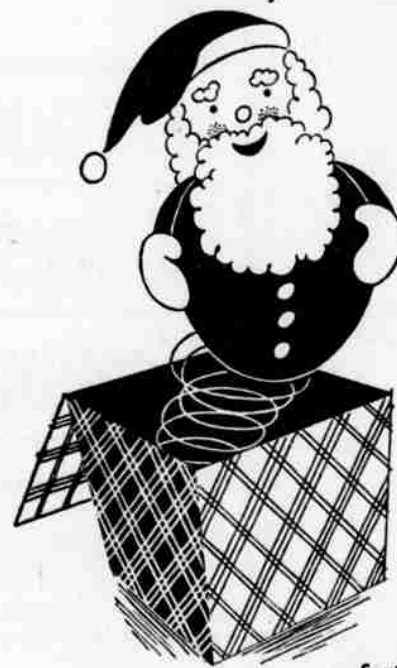
WESTERN UNION

MONTGOMERY WARD
155 N. LIBERTY ST.
SALEM, ORE., USA

RETEL VERY BUSY BUT YOUR INVITATION OFFERS OPPORTUNITY FOR MUCH NEEDED 2 DAYS' VACATION. HAVE ARRANGED TO BE IN YOUR STORE FRIDAY AND SATURDAY, NOV. 18 AND 19 WITH TREATS FOR THOSE SWELL SALEM KIDDIES. ARRIVE SALEM AIRPORT 4 P.M. FRIDAY VIA CAPITAL AIR LINES CHARTERED PLANE.

SANTA CLAUS

PARENTS . . . give your kiddies a thrill they'll never forget!



Take them to the Salem Airport to watch Santas arrival from the North Pole! For those without transportation there will be free busses as required, leaving Wards at 3:30 P. M. Friday. These busses will also return you to Ward's store simultaneously with Santa's arrival there so your kiddies may visit him individually and receive the candy treat he has for them.

Santa's reception at the airport and Wards store to be recorded and rebroadcast over KOCO Friday, 5:15 to 5:30.

SEE

**FASHION SHOW
IN OUR WINDOW!**

Live models will display the newest in dresses, coats, sportswear and robes. It's a full one hour show . . . don't miss it. 7:30 to 8:30 p. m.

WARD'S DISPLAY WINDOW

SEE

**Electric Range
Baking Demonstration**

Like crisp, hot cookies, fresh from the oven? Then come and get 'em, served with all the hot coffee you want! 6:00 to 9:00 p. m.

WARD'S THIRD FLOOR

SEE

**SALEM'S LARGEST
TOYLAND**

Beautiful dolls, electric trains, new and exciting toys and games of all kinds to thrill youngsters of all ages!

WARD'S MEZZANINE

SEE

**SHOPSMITH
DEMONSTRATION**

The famous 5 in 1 complete home workshop as nationally advertised in Popular Mechanics magazine.

WARD'S BASEMENT

REMEMBER! WARDS BIG NOVEMBER SALE ENDS SATURDAY! SEE JUST A FEW OF THE MANY WORTHWHILE SAVINGS ON PAGES 8 AND 9. \$1 DOWN HOLDS ANY GIFT PURCHASE UP TO \$20 UNTIL DECEMBER 15.