

IT'S FUN NIGHT! TONIGHT IN

FUN BEGINS AT
7:00 Ends 9:00
Downtown Salem Tonight

DOWNTOWN SALEM!

These Stores Open Until
9 O'CLOCK TONIGHT!

19 Santas Dressed in Civilian Clothes Will Give Away Valuable Gifts!



Santas

... WILL BE EVERYWHERE IN DOWNTOWN SALEM TONIGHT GIVING VALUABLE GIFTS! HE MAY BE YOUR NEIGHBOR OR FRIEND ACROSS TOWN - BUT IF YOUR ARE SHARP ENOUGH TO FIND HIM AND QUALIFY BY -

TAPPING HIM ON THE SHOULDER AND SAYING "Tag, You Are Santa Claus"

YOU WILL RECEIVE A GIFT FREE!

EACH SANTA WILL REPRESENT ONLY ONE STORE WITH ONE GIFT!



Just to have a little fun downtown tonight, Salem's downtown merchants are offering a great many fine Christmas gifts—(SEE ADS ON THESE PAGES)
The rules are simple and easy to follow. JUST TAP YOUR SUSPECTED SANTA ON THE SHOULDER AND SAY, "Tag, you are Santa Claus". You must follow the instructions to the letter in order to get your gift.
Each store represented will have a Santa . . . about twenty in all! On the streets and street corners . . . in the crowds . . . or in the stores . . . it's up to you to find him.
FUN NIGHT IS FOR MEN, WOMEN AND CHILDREN . . . THERE'S NO LIMIT TO THE NUMBER OF SANTAS YOU MAY FIND!

7:00 TO 9:00 O'CLOCK

DO NOT FAIL To Be In DOWNTOWN SALEM TONIGHT!

Schlesinger & Co.
Will Give a Beautiful
LADY DUFF GOWN

If you "tag" our Santa Claus and say those magic words, you'll be on your way to a real fine ladies gown. Our Santa is tall, dark and ruddy . . . a real fine man that can be easily detected. Just walk up and say "Tag, you are Santa Claus" and see what happens!

Tag our Santa and you will receive a
\$22.50 PAIR OF SLACKS
at
JOE'S UPSTAIRS CLOTHES SHOP
422 State St.
AND If you tag J. J.'s Santa you will receive free a
\$25 SPORT COAT
from the
J.J. CLOTHES SHOP
387 State St.

Roberts Bros.
will give you a pair of
PLAYTEX SUPERFOAM PILLOWS

Now our Santa isn't exactly tall, nor exactly short . . . he isn't exactly handsome, nor is he homely . . . but he will gladly be your Santa with our lovely gift. Just tap him on the shoulder and say "Tag, You are Santa Claus" and he will escort you to Robert Bros. for your lovely gift.

Tag our Santa, saying the right words, and
SALLY'S
will give you a
DUVATEEN ROBE

absolutely free! What's he look like? Well . . . let's say he looks just Santa without the uniform and white whiskers . . . you can't miss him!

WOODRY FURNITURE CO.
4 Blocks South of the Ladd & Bush Bank
Tag Our Santa and Receive
FLOOR LAMP
—OR—
2 TABLE LAMPS

Our Santa is just an average American Guy—not tall, not short, not handsome, not homely, he smokes a pipe, cigarette and occasionally a cigar—and he has a mole!

A tap on the shoulder, those exact words, and the plain-clothes Santa for the
Metropolitan
will give you a beautiful
50 PIECE SET OF SILVERPLATE

for your table, complete with chest! Our's is a short Santa of medium build, black hair, blue eyes. This Santa moves quickly with a short-stepped fast manner of walking . . . just watch for a bright, alert Santa full of pep!

Tag the Santa for the
Smart Shop
and we will give you free
MARTHA MANNING DRESS

Fit? We guarantee it, either in full or half sizes. Our's is a young Santa, about 5'8", medium stocky build, dark blond, and a "poor man's" Barrymore profile . . . shucks, everybody knows him!

PENNEY'S
prize will be a beautiful
3 1/2 LB. ALL-WOOL BLANKET

The best of the best in blankets. Just say to our Santa (when you spot him, of course) "Tag, You are Santa" and it's yours! He is 5'11" tall, and blue-eyed, a sandy complexion. O yes, and a moustache, dark suit, and quite a serious appearance.

Quisenberry's
Identify Our "Santa" and He'll Bring You In For a Fine Gift of
FABERGE Toilet Water
or choice of another item of equal value!

Fred Meyer
gives a
TWIN ELECTRIC Waffle Iron

Our Santa is really "Santa's Helper" 'cause he's a little young to be Santa himself. He is a tall, gay blade with a smile and pleasant personality that portrays the real Christmas Spirit. Tag our Santa on the shoulder, saying "Tag, You are Santa Claus" and let him show you the way to this wonderful gift.

Salem Home FURNITURE CO.
137 So. Commercial
Identify Our "Santa" . . . be awarded this lovely
BRASS TABLE LAMP

Indirect lighting, has American Beauty Satinstrand shade. It's a 24.95 value!
Our "Santa's" Medium Build, Blond Hair!

Montgomery Ward
If you can find Wards Santa, you'll be rewarded with a handsome electric
3-WAY COOKER

It's a waffle iron!
It's a sandwich grill!
It's a griddle!
Bakes 4 waffles, toasts 4 sandwiches, fries 8 eggs or 18 hamburgers.

Let's Go to
MARILYN SHOE STORE
for a perfect Christmas Gift!
PAIR OF
WOMEN'S SHOES
Be sure you tag Marilyn's "Santa"!
MARILYN SHOE STORE
387 Court Street

R.L. Elfstrom Co.
"Tag, You're 'Santa Claus'!"
Yes, if you identify Elfstrom's "Santa" he'll escort you to our store for a
UNIVERSAL AUTOMATIC WAFFLE IRON
A 17.95 Value!

CLUES: Medium build and complexion, wears glasses, has a great smile!

Capital Drug Store
Cor. State and Liberty
If You're Lucky You May Win This Grand Gift!
TUSSY MAKE-UP BEAUTY CASE

of red simulated-alligator, purse style, complete with skin lotion, lipstick, overnight cream, wind and weather lotion, face powder, perfume and rouge!
Our "Santa's" short and dark . . . 'nuf said!

MILLER'S
GIVE A
WOMEN'S WHITE STAG SKI SUIT

Just tap our Santa on the shoulder and say, "TAG, YOU ARE SANTA CLAUS"! He'll escort you to Miller's second floor fashion shop for the White Stag Ski Suit given free as a gift from Miller's Department Store.
P. S. Our Santa is almost as handsome as a movie actor. Tall, dark . . . slightly bow-legged . . . very kind disposition . . . Watch for him . . . tag him!

BISHOP'S
145 N. Liberty
Yes, if you "tag" our "Santa" tonight, you'll be awarded this magnificent gift:
Pendleton Gabardine or Wool Flannel SHIRT!
Bishop's "Santa" is well worth hunting for!

A DOMINION AUTOMATIC
TOASTER
\$18.75 Value
Will Be Given by
Salem Hardware COMPANY
120 North Commercial
This beautiful toaster is chrome plated, fully automatic and adjustable to light or dark toast.

Stevens & Son
WILL GIVE A
HARVEL Wrist Watch
Value 29.75
Come down tonight and have some fun. You may receive a Harvel Wrist Watch free. Choice of a man or woman's watch.