

HERE'S

SANTA'S SILVER SOCK



YES SIR, FOLKS, I'LL RING SOME SALEM DOORBELL TONITE!

JUST IMAGINE! Santa Claus . . . complete in whiskers and wardrobe . . . at YOUR door TONIGHT . . . ready to hand YOU Ten Silver Dollars! Sounds unbelievable? Maybe so . . . but it's TRUE. Yes, sircce . . . TONIGHT . . . between 6 and 7 . . . Santa in person . . . through the cooperation and courtesy of the friendly DOWNTOWN SALEM stores below . . . WILL STOP at somebody's home . . . right here in Salem . . . or in the outlying areas. If he comes to your door . . . simply show him a sales-slip . . . cash register receipt . . . or anything that reasonably convinces him you've shopped this past week in one of the DOWNTOWN SALEM stores named below . . . and get TEN SILVER DOLLARS . . . mighty wel-

come cash for Christmas. That's all there is to it! your Thursday Journal will carry the news about whom Santa visits tonight . . . revealing the name of the party and the DOWNTOWN SALEM store where he or she shopped. In the event there's no winner tonight . . . Santa's Silver Sock . . . in its next appearance . . . will be worth TWENTY SILVER DOLLARS. Check your DOWNTOWN SALEM stores below for outstanding SILVER SOCK values like those given . . . and hundreds more. Like all smart shoppers . . . Santa himself will be in DOWNTOWN SALEM . . . TONIGHT until 6 . . . and THEN . . . within the hour thereafter . . . he'll be out ringing doorbells in Salem . . . possibly YOURS!

TONIGHT'S JACKPOT
\$10 CASH

SHOP DOWNTOWN SALEM FOR GREATER SELECTION

"VINCE'S MAKES A CLEAN SWEEP!"
Brand new Vacuum Cleaners . . . with motor-driven brush . . . ballbearing motor . . . headlight . . . and other features galore . . . Regularly . . . \$59.95
NOW \$29.95
\$3.00 Down \$3.00 per month
Stop In and See Vince's Gift-Table
VINCE'S ELECTRIC

SANTA'S GONE MODERN
At The
moderne
With Gifts for all the family.
Come See our pastel Tree
Ornaments and metal foil snowflakes
305-315 Court St. Tel. 3-3808

Where Santa Chooses His Record Favorites
Decca LONG PLAY Records
Bing Crosby Guy Lombardo
Fred Waring Carmen Cavallero
Dick Haymes Al Jolson
—and Many Others—
The SALEM RECORD SHOP
Downstairs Oregon Bldg. Corner State and High Tel. 3-8632
Park Free on Santa . . . 2:30 to 5:30 p.m. on State Street Between Liberty and High Starting Dec. 15th, Open Eves. 'Til 9

SAVE 20%
OLD SOUTH Toiletries Prices NOW include 20% Federal Tax
OLD SOUTH PERFUMES believe the Federal 20% Excise Tax on Toiletries and Cosmetics is an unfair burden on YOU.
Therefore, they have set new retail prices to INCLUDE the tax. A \$1.00 Cologne is now \$1.00 . . . not \$1.20 . . . \$2.50 items are \$2.50 . . . not \$3.00. YOU save 20% . . . Yet . . . same quality . . . same quantity! Complete Old South Selection . . .
CAPITOL DRUG STORE
State and Liberty 'On the Corner'
Park Free on Santa . . . 2:30 to 5:30 P.M. on State Street Between Liberty and High

GIVE SOMETHING FOR THE HOME
See our new samples of General Electric 1950 line of refrigerators just received.
Sold on Convenient Terms
R. L. Elfstrom Co.
340 Court Street Salem

Select Her Gift from KAY'S
CHENILLE ROBES Values to \$8.95 \$3.95
MOJUD BLUE SWAN \$4.95
ALL-NYLON SLIPS \$3.95
"TOMMIES" PAJAMAS \$3.95
Stripes, pastels
Attractive Gift-Wrapping Free
KAY'S
460 State Street
Park Free on Santa . . . 2:30 to 5:30 p.m. on State Street Between Liberty and High

Adorably Useful . . .
• Our Own Nylon Hosiery 51 Gauge 15-denier, guaranteed perfect, \$1.09
Choice of 3 pairs . . . \$3.00
• Special Purchase from Famous-Maker! Luxurious Virgin Wool Gabardine Suits in variety of styles and colors. Originally \$59.95 . . . while they last . . . \$32.00
"HER" HOUSE OF GIFTS . . . Anita
Use Our Convenient Layaway Plan 404 State Street
Park Free on Santa . . . 2:30 to 5:30 p.m. on State Street Between Liberty and High

The Grandest of Give-Aways
GIFT BAGS AND GIFT SLIPPERS
From the Salem Shoe Store the Santas Adore
this is **REMAR**

Largest Selection of Radios in the State
Philco . . . RCA-Victor . . . Westinghouse . . . Admiral . . . Delco . . . Emerson . . .
and many other famous makes
All sizes, shapes and descriptions . . . priced at pre-war prices. Make your selection now. Small deposit will hold your choice until Christmas. Easy terms.
Heiders

Well, Santa . . . chuckling merrily . . . sauntered around in Salem last Friday night. Finally . . . with a twinkle in his eye, he strode to the door of the house at 196 W. Rural Avenue. Smoothing his beard . . . and jingling his SILVER SOCK with TEN DOLLARS in it . . . he rang the bell. Mrs. Jack Rainwater answered . . . and behind her . . . looking-up with eyes widening with wonder . . . was 4-year-old Danny Douglass Rainwater. Stepping into the warm, hearth-lighted front room . . . Santa immediately bent down to hear Danny's very special requests. Then dipping into his SILVER SOCK . . . he gave Mrs. Rainwater TEN SILVER DOLLARS because she convinced him she had done some shopping earlier at the R. L. Elfstrom Company . . . and at the Moderne. Waving a cheery Good-Bye to Danny and to his Mother . . . Santa hurried out into the night . . . to replenish his Silver Sock with Ten Silver Dollars which he'll give away tonight . . . sometime between 6 and 7 p.m. . . . to someone living in Salem or in the immediate surrounding areas.

Lovely Ladies' E-x-p-a-n-s-i-o-n Watch Band
(Regularly \$5.95) \$3.95
And Green Stamps, of Course
Alexander's Jewellery
441 COURT

SHE'LL WALK IN BEAUTY!
Yes . . . and she'll thrill, too . . . over your gift of beauty delights and charm accents by Coty . . . Max Factor . . . Revlon . . . Red Cross Pharmacy offers you a complete selection of powders, perfumes and colognes by Coty . . . Max Factor . . . and Revlon. Individual items . . . or complete gift sets . . . priced from \$1.00 up at . . .
Red Cross Pharmacy
Corner State and High
PARK FREE ON SANTA . . . 2:30 to 5:30 P.M. on State Street between Liberty and High

For the Night Before Christmas
LACE-TRIMMED JERSEY KNIT GOWNS
(Values to 8.95) **2.98**
at
Johnson's Store for Ladies
Salem, Oregon

A gift he'll really use and enjoy
Rest-Rite All-Leather Sheep-Lined Slippers
ARBUCKLES
481 State Street
Open Friday Evenings
Park Free on Santa . . . 2:30 to 5:30 p.m. on State Street Between Liberty and High

REMEMBER
There's a \$10.00 Gift Certificate FREE with Every Fifty Dollar Purchase Made Before Christmas at
good looking CLOTHES
Park Free on Santa . . . 3 to 6 P.M. on State Street Between Liberty and High

COAT SPECIAL
Ladies' 100% pure wool gabardine new Fall coats . . . values to \$59.50. Clearance sale price . . . while they last . . .
\$29.99
FIELDS
426 State Street Salem
Park Free on Santa . . . 2:30 to 5:30 p.m. on State Street Between Liberty and High

THE BEST IN THE PACK!
Frigidaire Double-Oven Electric Range . . . Model RK-70
New Low Price . . .
Was **\$329.75** Now **\$279.75**
YOU SAVE \$50.00
HOGGBROS
SALEM OREGON CITY

LOOK! For any kiddie's Christmas . . .
PEDAL AUTOS, FIRE TRUCKS STATION WAGONS . . .
Values to \$25.95 . . . **\$18.95**
Wednesday, Thursday, Friday only . . .
See Santa's Bargain Island . . . games . . . toys . . . delights of many kinds . . . all greatly reduced . . . Buy and save now . . .
at
BRAMBLE HARDWARE
YOUR MARSHALL WELLS STORE
362 State Street

COMPLETE CENTER
For Gifts Photographic . . .
Famous names like: Bell & Howell . . . Ampro . . . Eastman . . . Revere and Keystone . . . in Movies . . . Busch . . . Eastman . . . Graflex . . . Argus and Ansco in STILL CAMERAS . . . Spencer . . . Bell & Howell . . . Star 3 . . . Viewlex . . . Eastman . . . in SLIDE PROJECTORS . . .
If in doubt . . . give Henry's Gift Certificates . . .
Henry's Photo Shop
469 State Street
Park Free on Santa . . . 2:30 to 5:30 P.M. On State Street Between Liberty and High