

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!**

26 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 . . . 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



\$100
CASH GIFT!
Given by Mrs. Santa Claus Tonight!
Be sharp! Be the first to tag Mrs. Santa Claus tonight and receive \$100 in cash for Christmas money. She will be on the street tonight and in the stores between 7:00 and 9:00 o'clock dressed in civilian clothes, of course, but you'll know her by the gleam in her eye. Men's here's your opportunity to tag that pretty blonde or grandma type, and if you're good tagging Mrs. Santa Clauses . . . what a reward!
OPEN TO MEN, WOMEN AND CHILDREN
Children must be accompanied by an adult

THE FASHIONETTE
429 Court
Will Give a Beautiful
100% IMPORTED
Cashmere Sweater
It's hand-fashioned . . . short sleeved, 100% imported Cashmere Silpover Sweater. Yes, and your choice of either a Bonnie Briar or a Premiere brand in the color your heart desires.
Our Santa looks as if he had a hard winter . . . he's long, lean, hungry, with dark eyes. Tag him, say the magic words and this gift is yours.

HEWITT'S
501 Court Street
Identify Our "Santa" and He'll Bring You In for a Fine Gift!
(A HANDSOME
KNOX HAT
Value \$10

THE LITTLE FRENCH SHOP
115 North High St.
Tag Our Santa and Receive Any
HAT
of your choice from our millinery department, featuring the latest and most exclusive styles in Salem!
Our Santa? Well, he's of medium height, straight brown hair, rather slim, and just another dashing young man about town! You can't miss him!

You will be so joyous if you find our Santa to be your Santa tonight!
ROBERTS BROS.
are offering a beautiful, stainless steel
FULLY AUTOMATIC VACUUM COFFEE-MAKER
which regularly sells for \$22.95. Just say, "Tag, you are Santa Claus" to him, and you will receive this delightful gift.

Tag our Santa, and the kids will be really tickled, for
METROPOLITAN
will give you a brand new
TRICYCLE
Worth \$14.95 of Any Santa's Money
You can't miss our Santa . . . He's of medium height, dark curly hair and a twinkle in his eye . . . plus a "belly that shakes when he laughs like a bowl full of jelly."

Allen Hardware
will give a
\$12.95 ELECTRIC VIBRO-SPRAYER
Tonight Santa Claus will appear Minus whiskers, red sleigh or reindeer. He's not young but quite high, Irish glint in his eye, And a smile on his face ear to ear.

SALLY'S
will give a
DUVATEEN ROBE
Absolute Free if You Can Find Their Santa
He's tall, dark and distinguished. He is an expert on delivering prize packages, as he has had many years of experience.

Fred Meyer
148 North Liberty St.
Tag Our "Santa" . . . Win a
Max Factor 3-Pc. Cosmetic GIFT SET
Come shop downtown tonight. Who knows, it may be you who captures this fine prize!
CLUE: "A different Santa than last week's!"

BISHOP'S
145 North Liberty
Find our Santa Claus and receive an
ALL NYLON Sports Jacket
Valued at \$12.50
Helpful hints to his identity . . . he has two hands, two feet and a head . . .
Remember, for your convenience we will remain open Friday and Saturday and Monday through Friday of next week until 9 P.M.

Montgomery Ward
Want an
AIRLINE PLASTIC TABLE MODEL RADIO?
Just be the first to tag our plainclothes Santa and it's yours!

GEVURTZ
will give to the lucky person who is first to tag their Santa and say those magic words a modern, plastic
Humidor & Pipe Rack
Our Santa is tall, dark and heavy-set—really easy to spot.

BROWN'S JEWELRY
Will Give a
MAN'S BLACK ONYX Gold Ring Set
With Genuine Diamonds
It's a \$49.50 Value
Here's a clue . . . our Santa is around 60 years old, 5'6" tall, and has a dark complexion.

VINCE'S ELECTRIC
Will Give a \$21.95
ELECTRIC STEAM IRON
Our Santa has reddish hair, freckles and a big smile . . . why not, who worries at 13? Yep, girls, he's cute!

Salem Home FURNITURE CO.
Will Give a \$17.80
HOMECRAFT ELECTRIC Broiler-Toaster
Our Santa is really tall, dark, and handsome!

Tag Our Santa and the
SMART SHOP
Will Give You Free a \$12.95 Hand-sewn IMPORTED GOWN
What's he look like? Well, this fellow should be seen 'neath the spreading chestnut tree . . . what a man!

Tag Our Santa and
DECKER'S
will give you absolutely free
"Santa's" Sack
containing 13 items to spread Christmas cheer throughout the house. Our's is the best-looking Santa in town!

Schlesinger & Co.
409 Court Street
Again Gives Away a
Lady Duff Gown
Schlesinger & Co. will give a beautiful Lady Duff gown. If you "tag" our Santa Claus and say these magic words, you'll be on your way to a real fine ladies' gown. Our Santa is tall, dark and ruddy complexioned . . . a real fine man that can be easily detected. Just walk up and say, "Tag, you are Santa Claus," and see what happens!

Capital Drug Store
Corner State and Liberty
If you're lucky, you may win this grand gift!
—a \$16.50
DuBARRY BEAUTY en ROUTE KIT
It contains foundation lotion, skin freshener, cream rouge, eyebrow pencil, eye shadow, special skin cream, cleansing cream, face powder, lipstick, combination mirror and coin purse. It comes in a brown shoulder type purse style with pull and tray.
Our Santa wears glasses, has a fair complexion, is 6 feet tall and will wear either a gray or dark brown suit.

And That's Not All!
Just See the
NEXT PAGE!