

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 Twenty Silver Dollars! Sounds unbelievable? Maybe so . . . but it's TRUE. Yes, siree . . . TONIGHT ... between 9 and 10 ... 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 TWENTY SILVER DOLLARS ... mighty welcome 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 THIRTY SILVER DOLLARS. Check your DOWNTOWN SALEM stores below for outstanding SIL-VER SOCK values 'ike those given . . . and hundreds more. Like all smart shoppers . . . Santa himself will be in DOWNTOWN SALEM . . . TONIGHT until 9 . . . and THEN . . . within the hour thereafter . . . he'll be out ringing doorbells in Salem . . . possibly YOURS!

(Copyright 1949 by Vince Elliot **TONIGHT'S JACKPOT** \$20 CASH

## DOWNTOWN SALEM FOR GREATER SELECTION

SPECIAL CARLOAD Purchase **ELECTRIC RANGES** Only \$149.50

(Famous make.) Can't mention name due to drastic price reduction . . . . Full Size (40 in.) . . . Automatic Oven . . . . Drawer Space . . . FULLY-GUARANTEED



BLUE TREE LIGHTS?

The Woderne . . .

still has a good supply of Blue Tree Lights . . . plus other hard-to-get shades that carry out your Tree Color Idea.

For OUTDOOR LIGHTING . . . you will find all the necessary lengths of light-strings and extra bulbs to help make your home a Christmas Greeting to all passers-by

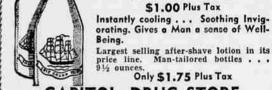
R. L. ELFSTROM CO.

Pre-Christmas Sale

CHATHAM BLANKETS

WOOLSAIRE 100 % Wool-72 x 90-4 8.95 Pounds Formerly \$13.50 NOW . . . . . . . LAMSDOWN 100% Wool-41/4 Pounds

72 x 90 Formerly \$16.95 NOW . . . . . . .



CAPITOL DRUG STORE and Liberty

Old Spice

After-Shave Lotion

d Liberty 'On the Corner' 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

KEEP **CHRISTMAS** IN COLOR



Say MERRY CHRISTMAS with **FLOWERS!** 

"The Always Appropriate Gift"

Most varied Selection of Colorful Christmas Plants and Cut Flowers Also see our Lovely Dish Gardens In Brass, Copper or Pottery

JARY FLORIST 365 Court Street

Tel. 3-7375

Delivery Service

Last Friday night was hardly a fit night out for man or beast . . . and least of all for

Jolly St. Nick. Mind you . . . it wasn't the cold he minded so much . . . it was just the

rain! After sauntering around in DOWNTOWN SALEM all afternoon under weep-

ing skies . . . the white-whiskered old gent from the North . . . didn't particularly

cotton to the wetness. After all . . . "up-there-wards" . . . he enjoys the crisp, crun-

chy eternal snows. But anyway . . . as promised . . . he journeyed around Salem.

However . . . after several calls . . , and with no one convincing him about where they

shopped . . . he called it a night, tossing the Silver Dollars back in his Silver Sock.

But . . . come tonight . . , between 9 and 10 . . . he'll be back out knocking on doors

... ready to give away TWENTY SILVER DOLLARS this time. So... keep a wary

eye on your door and sharpen your ears for that door-bell's ringing! Who knows . . .

REMEMBER

There's a \$10.00 Gift Certificate FREE with Every Fifty-Dollar Purchase Made Before Christmas

Park Free on Santa . . . 2:30 to 5:30 P.M. . . . on State Street between Liberty and High

CLOTHES

The Grandest of Give-Aways

Park Free on Santa Claus . . . 2:30 to 5:30 P.M. on State Street between Liberty and High

Store for Ladies

Salem, Dregon

GIFT BAGS AND GIFT SLIPPERS

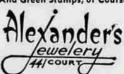
From the Salem Shoe Store the Santas Adore



Park Free on Santa . . . 2:30 to 5:30 p.m. on State Street Between Liberty and High

> Lovely Ladies' E-x-p-a-n-s-i-on **Watch Band**

(Regularly \$5.95) 3.95



Special — Just Received Large Shipment-100% Pure Wool

JERSEY BLOUSES Many New Colors and Styles-These are EXTRA-SPECIAL VALUES

While They Last ... 3.98

FIELDS **426 State Street** Park Free on Santa Claus . . . 2:30 State Street between Liberty 2:30 to 5:30 P.M berty and High

## Make Yours a Musical Christmas!

Musical toys of many kinds . . . Harmonicas . . . complete selection of Kiddle Records . . . Pianos, Records, Sheet Music, Band and Orchestra Instruments. Christmas Sheet Music of many songs of the season . . . the new and the old ... the sacred and the secular. ALSO: Just in time ... Domestic Portable and Cabinet Sewing Machines ... on easy terms . . .

Your Complete Music Center Since 1879

WILLS MUSIC STORE

432 State Street

Park Free on Santa Claus . . . 2:30 to 5:30 P.M. on State Street between Liberty and High

THE BEST IN THE PACK! Frigidaire Electric Range Model RK-20

with Automatic Clock

229.75

199.75

Open 'Til 9 Until Xmas

Make KAY'S Your Headquarters

it may be Santa Claus!

for HER Gifts

NYLON HOSIERY ..... \$1.00 to \$1.75 NYLON LINGERIE ...... \$1.95 to \$14.95 GIFT SLIPS ..... \$2.98 to \$7.95 CASHMERE SWEATERS ..... \$7.95 to \$14.95

See our MANY Beautiful Gifts . . . All Attractively Gift-Wrapped Free . . .

460 State Street anta . . . 2:30 to 5:30 p.m. on State Street Between Liberty and High 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.

Look To Cooke

For Christmas Gifts for Everyone

