

HERE'S



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

# SANTA'S SILVER SOCK

(Copyright 1949 by Vince Elliot)

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, sircce . . . 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 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 THIRTY 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 9 . . . and THEN . . . within the hour thereafter . . . he'll be out ringing doorbells in Salem . . . possibly YOURS!

**TONIGHT'S JACKPOT**  
**\$20 CASH**

## SHOP 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 . . .  
4 Burners . . . Drawer Space . . .  
FULLY-GUARANTEED

**VINCE'S ELECTRIC**

**BLUE TREE LIGHTS?**  
*The Moderne . . .*

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

**The MODERNE**  
305-315 Court St. Tel. 3-3808

**R. L. ELFSTROM CO.**  
Pre-Christmas Sale  
**CHATHAM BLANKETS**

WOOLSAIRE 100% Wool—72 x 90—4 Pounds Formerly \$13.50 NOW **8.95**  
LAMSDOWN 100% Wool—4 1/4 Pounds 72 x 90 Formerly \$16.95 NOW **12.95**

**R.L. Elfstrom Co.**  
340 Court Street Salem

EARLY AMERICAN  
*Old Spice*  
After-Shave Lotion  
**\$1.00 Plus Tax**  
Instantly cooling . . . Soothing Invigorating. Gives a Man a sense of Well-Being.  
Largest selling after-shave lotion in its price line. Man-tailored bottles . . . 9 1/2 ounces.  
Only **\$1.75 Plus Tax**

**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

KEEP CHRISTMAS IN COLOR  
get your **KODACOLOR FILM** here!  
for full-color snapshots!

**Parker CAMERA SHOP**  
170 & COMMERCIAL SALEM

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

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

**and good looking CLOTHES**

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**  
The Store for Ladies  
Salem, Oregon  
Park Free on Santa Claus . . . 2:30 to 5:30 P.M. on State Street between Liberty and High

Make Yours a Musical Christmas!

Musical toys of many kinds . . . Harmonicas . . . complete selection of Kiddie 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

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 weeping 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, crunchy 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 . . . it may be Santa Claus!

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

this is **RAEMAR**

Park Free on Santa . . . 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

Was **229.75** NOW **199.75**

**HOOGBROS**  
SALEM OREGON CITY  
Easy Terms Open 'Til 9 Until Xmas

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

Look To Cooke  
For Christmas Gifts for Everyone

**Cooke STATIONERY COMPANY**  
170 STATE STREET SALEM OREGON

Make KAY'S Your Headquarters 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 . . .

**KAY'S**  
460 State Street  
Park Free on Santa . . . 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.

**Heider's**

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