

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!

18 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 Eighteen 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



\$100 FREE TONIGHT

For first person tagging Mrs. Santa Claus and repeating the magic words "Tag, You're Mrs. Santa Claus"

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 Claus... what a reward!

OPEN TO MEN, WOMEN AND CHILDREN
Children must be accompanied by an adult

THE LITTLE FRENCH SHOP
115 North High St.
Tag Our Santa and Receive Any HAT

of your choice from our millinery department, which is currently 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!

THE FASHIONETTE
429 Court
Tag our red headed Santa and you'll receive a NYLON GOWN
by Blue Swan

Yes, and we have another bonus for those who don't tag Santas...

2 TOP CHRISTMAS ITEMS FOR HER

Wool Jersey Blouses and Sweaters

Reg. 5.95 after 6 p. m. tonight, 3.88

— TONIGHT ONLY —

You will be so joyous if you find our Santa to be your Santa tonight!

ROBERTS BROS.

are offering a Ladies

ALL-WOOL

FLANNEL ROBE

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

Watch for a fellow who's window shopping on Commercial St.!

Fred Meyer

148 North Liberty St.

Tag Our Santa and Picture Christmas With This Prize... a

CAPITOL CAMERA

Size 120

A clue... it might be your neighbor... it might be Clark Gable... it might be... just anyone.

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...

Allen Hardware

will give a

\$17.95 Tip-Toe Automatic

ELECTRIC IRON

Our Santa's tall, middle-aged and loves big cigars.

Montgomery Ward

Want an

AIRLINE PLASTIC

TABLE MODEL

RADIO?

Just be the first to tag our plainclothes Santa and it's yours!

SALLY'S

will give a

DUVATEEN ROBE

Absolutely Free if You Can Find Their Santa

He's tall and of light complexion, that makes it easy doesn't it?

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

PRESTO AUTOMATIC

Vapor-Steam Iron

A \$17.95 Value!

Woodry Furniture Company

3 blocks south of the Ladd and Bush Bank
Come in, tag our Santa and receive a

Hostess Set

SERVICE FOR EIGHT

Which includes a 20 piece pottery set, 16 piece glass set and toaster and tray set. Our Santa is really a Lu Lu, but to find him will be simple, because he looks just like Santa... behind the ears. He promised us that he would be in our store sometime between 8:15 and 9 p.m.

Tag Our Santa, Saying Those Magic Words and

QUISENBERRY'S

Will give you absolutely free, your choice of

\$12.00 Worth of

GIFT TOILETRIES

Hint? He's between 20 and 40 and walks upright.

MILLER'S

"TAG, YOU'RE SANTA CLAUS"
TONIGHT 7:00 'TIL 9:00

WILL GIVE A SET OF LUGGAGE WOMEN'S WARDROBETTE AND WOMAN'S OVERNIGHT CASE

To the first person tagging their Santa and repeating these magic words!
CLUE: TAG 'EM ALL! YOU ARE SURE TO FIND THE RIGHT ONE!

Schlesinger & Co.

409 Court Street

Will Present You With a Lovely

Lady Duff Gown

If You Tag Our "Santa"

Who is he? Tall, dark and ruddy complexioned... you should recognize him immediately. So, come down town tonight and win yourself a lovely Lady Duff Gown.

PENNEY'S

160 North Liberty St.

WILL GIVE A

BLANKET

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 tall and handsome and youthful in appearance and should be EASY to find!

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 dark or light toast.

Tag Our Santa and the SMART SHOP

Will Give You Free a Nylon

Lace-Trimmed

NYLON GOWN

What's he look like? Well, this fellow should be seen to be appreciated... tall, blond and handsome!

Tag Our Santa and We Will Give You

Your Choice

of any \$24.00 item in the store or credit of the same amount on any other item.

Our Santa Is "God's Gift to the Ladies"

Jackson Jewelers