

Rodgers Paper Co.

Wholesale Paper and Bookbindery

Blank Books—Special Ruled Forms—Gold Lettering—Loose Leaf Devices—
Binders—Transfer Binders—Ledger Leaves—Ruled Goods.

Everything in the line of

PAPER

Printers' Papers and Supplies

Envelopes
Shipping Tags
Cards
Cardboards
Photo Mounts
Cover Papers
Tissue Papers

Twines

Wrapping Paper
Paper Bags
Paper Towels
Paper Napkins
Toilet Paper
Oyster Pails
Paper Plates



DEAR PUBLIC:—

While the world has foved on and while customs have changed and unbelievable progress has been made in all things, it has been customary to think of me with my reindeer plodding along in the same old rut.

I would like to take this opportunity presented me by the SALEM ELECTRIC COMPANY to inform you that without the aid of electricity I should long ago have been forced to retire from business.

Nowadays messages are flashed to me from all over the world, and I use electric trucks everywhere south of the reindeer zone. I bring joy to the children, pleasure to the young people and comfort and happiness to the older ones by my wonderful electrical gifts.

My headquarters for this part of the country is with the SALEM ELECTRIC COMPANY in the Masonic Temple—you can't miss it. I would appreciate a friendly visit from you all.

Yours for the best kind of a Christmas.

SANTA CLAUS.

*Salem Water,
Light and Power
Company*



344 STATE ST.
Mc Mosher
SALEM OREGON
MERCHANT TAILOR

Wishes You

A

Merry
Christmas

And we know it will be one if you are clad in one of his well-fitted, neatly tailored suits.

We have just received our Spring Fashion Plates for Men. The plates show the conservative as well as the new English effects for Young Men.

Our shipment of strictly new Spring Fabrics will be here not later than January 5. Come in and inspect the new styles.

Why not attend this next session of the Legislature in a Mosher Tailored Suit? They cost no more than the common kind, and among well-dressed men you must be well-dressed.

Special prices will prevail.

::: SALEM'S LEADING TAILOR :::

344 STATE STREET

SALEM, OREGON