

THE OREGON MUTUAL FIRE INSURANCE CO.
OF McMinnville, Oregon
Has Stood the Test of Time and Conflagration

It was organized in 1894 to provide low cost fire insurance to the people of the Willamette valley. It now operates in five western states—Oregon, Washington, California, Utah and Colorado. Savings of 20 to 30 per cent have been made for its patrons in 1936. Ask for rates and service—No obligation.

Douglas Building and Loan is operated in This Office
DOUGLAS ABSTRACT CO.
INSURANCE—BUILDING AND LOAN—ABSTRACTS

147 N. Jackson Phone 87

We Write Automobile Insurance

With Our System of Handling All Flocks

And the management and special care at the incubating period, which is now here, we believe that we are producing a quality chick that will be hard to beat if given a proper chance through the brooding and growing period. Our chicks, so raised will be fine producers and show a reasonable profit to the poultry and turkey producer.

WATZIG'S HATCHERY
EDENBOWER

You Will Go MORE Miles

Phone 104 on Complete Tire Retreading

GENERAL TIRES
The New Dual "10"
Bring Your Car In—Convenient Terms
HEALY TIRE CO.
South Stephens

Start Them Right With UMPQUA FEEDS
CHICK AND TURKEY STARTER YOU KNOW

because you can watch the feeds made yourself that the ingredients are of the highest quality possible and are mixed with painstaking care. You are welcome to come in any time and examine our procedure for pellet feed.

DOUGLAS COUNTY FLOUR MILLS
ROSEBURG, OREGON

LAMPS FOR A CHEERFUL HOME

MODERNIZE THE HOME

No one article can modernize a home better than good grades of lamps—Venetian Blinds—Upholstered Chairs and our prices are in keeping with the Government Program and of the very highest quality.

Let us show you how to save in buying new furniture.

McKean and Baldwin
117 West Cass Phone 10

USED CARS

DEALERS FOR CHEVROLET

Chevrolet for many years has always been a leader. The 1937 models have the appearance of dignity of the \$3,000 and \$4,000 class of a decade ago.

Hansen Motor Company
128 West Oak Phone 446

RESOLVE TO BUILD
A Home in 1937 . . .
MAKE USE OF OUR BOOKS AND ARCHITECT SERVICE

This lumber yard is truly headquarters for all types of building materials including dimensions, mill work, shingles, paints and varnishes, built-ins. We will call attention to this diversified line every Tuesday for the next fifteen weeks. We maintain an architect department and supply blue prints of the most attractive buildings.

COEN LUMBER CO.

Buick Again for Nineteen-Thirty-Seven—With a Car Selection That Will Meet Every Owner's Desire

Four Models—Limited, Roadmaster, Century, Special in Buick—All With an Individual Identity—Accompanied by Pontiac "Silver Streak" Sixes and Eights, "The Most Beautiful Thing on Wheels"—Distributed by Roseburg Motor Company.

By R. KENNETH EVANS

It is with pleasure that the management of the Roseburg Motor Co., introduces the 1937 models, recognized as the supreme creation, by Buick, dimensioned to new standards of spaciousness and, appointed with a luxury far beyond the demands of transportation. The magnificent "Limited" for 1937 has fleetness and nobility which comes as a refreshing surprise in four body styles. The "Roadmaster," all that its name suggests, is offered in three body styles. "The Century," powered by the same 130 horsepower engine as the "Limited" and "Roadmaster," but with a compact wheelbase of 126 inches, comes in three body styles. The "Special," longer and larger, increased in power, thrifter than even its predecessor, brings Buick ownership into the realm for anyone who yearns to possess a truly great car—in eight body styles.

The Pontiac, "The most beautiful thing on wheels," with its gleaming silver-streak front end and gracefully streamlined rear, easily captures beauty honors in its field. Everybody stops, a second, to look at these dashing automobiles. For a decade Pontiac has been recognized for its economical operation, comfort and mechanical construction, but it has remained for the 1937 models to bring it the title of "The most beautiful thing on wheels." It comes in varied models and sizes.

Established Agency in 1928

The Roseburg Motor Company, 111 North Rose street, was established in Roseburg in 1928 by H. T. Hansen, who has spent eleven years in the city as representative of Chevrolet. For 11 years Mr. Hansen has been associated with car agencies and garages in Douglas county. Guy Hickman is the service manager of the Roseburg Motor Company and has been identified with General Motors for five years. Roy Catching is the sales manager and Floyd Groves is the bookkeeper. Three salesmen cooperate with Mr. Catching in handling the agency for Buick and Pontiac. They are Jack Chapman, Lyman Spencer and A. P. Dunsworth.

Two expert mechanics have been employed in the service department for Buick and Pontiac, both recognized for their ability to handle every repair feature and service job for this make of car. New models of 1937 Buicks and Pontiacs are shown on the floor in the sales room.

Service with approved factory tools for Buick and Pontiac is one of the outstanding features of The Roseburg Motor Co. This includes every type of equipment for the maintenance of accuracy in service for these makes of cars.

When it is taken into consideration that the average automobile, after being driven a few thousands of miles, is in need of attention to insure efficiency of operation, the question of the best type of service is always paramount. In 10,000 miles' driving, a carburetor mixes about 625 gallons of gasoline into about 80,000,000 separate charges. The valves in the motor open and close 15,000,000 times. Oil and heat bring about current leakage in the cables and, the service constitutes much wear on the mechanism of the car. Coupled with the fact that nine out of ten automobiles use too much gasoline and that there are 28 vital points in operation, full appreciation can be had of the facilities which have been made possible to eliminate expensive research work to determine the cause of inefficiency.

The "Sun" Analyzer, approved by General Motors, has been installed in the mechanical department of the Roseburg Motor Company, for the express purpose of meeting the problems which have existed for years in motor-tune-up work. This equipment which represents a substantial financial investment, has been made a permanent part of the mechanical department of the Roseburg Motor Company. In the time that it has been in use it has had outstanding owner acceptance for its efficiency.

The introduction of the "Sun" analyzer and similar scientific

THIS BANK'S PURPOSE

It is the purpose of the Douglas National Bank to accept and safeguard deposits; to permit the payment of money by check drawn against these deposits; and to lend funds at nominal interest rates to meet legitimate credit needs of merchants, farmers, industry and others. It is the purpose of this bank to carry its business in such a manner as to be of greatest service to its clients and to the community so that the bank, the community and its people prosper most.

DOUGLAS NATIONAL BANK
Phone 117 North Jackson Roseburg

Quality Is Recognized **National BRANDS** Prices Are Uniform

There is never an effort at this store to try and sell cheap merchandise in small quantities as a leader for a better grade—Our entire stock is nationally known and reasonably priced. You always get tasteful groceries and grocery products.

207 North Jackson **MADDOX GROCERY** Phone 499

Montag Furnace
A diversity of heating plant at a saving in cost.

Ceilings Rain gutters Down spouts Stove needs Ventilators

WARMER

Sinniger Sheet Metal Works
329 No. Jackson Phone 428

ICE The Only True Refrigerant . . .

Keeps each item of food perfectly—Note the sketch to the side. It was made under the direction of a noted refrigeration engineer and proves why ice refrigeration is sensible and economical. Place foods as shown and enjoy freedom from mechanical worries.

DOUGLAS ICE AND STORAGE CO.
Spring and Short Phone 14

A RECORD OF SERVICE

In the many years this establishment has been identified with this community, a reputation for dependable, dignified service has deservedly accrued to it. And, yet an important phase of our policy recognizes your financial considerations . . . so that the necessity that you be practical in no way, detracts from the thoroughness and beauty we accord the final rights of your beloved. Keep abreast of the national movement of knowing about mortuary efficiency in advance of the need.

DOUGLAS FUNERAL HOME
201 SOUTH PINE PHONE 112

MILK THAT'S PROTECTED FROM THE FARM TO YOU

Just any source won't do for Umpqua Dairy Products Co. Only approved and selected farms that furnish milk, cream or ice cream that our trucks will deliver . . . and every step is supervised. Cleanliness is paramount from the sterilized containers to your door—Cleanliness alone isn't enough—it's pasteurized.

PABST—WORLD'S MOST DELICIOUS CHEESE

Umpqua Dairy Products Co.
Sykes and Short Roseburg, Ore. Phone 48 No. answer—451-J

The Importance of a First Class Hotel to ROSEBURG

The City's Attractive Coffee Shop

As a civic center for business conferences, for the informal gatherings that mark every week of the year and for the banquets that break into the ordinary routine of living as an outstanding event—This modern hotel is literally the hub around which much of the important affairs of Roseburg revolve.

HOTEL GRAND
206 West Cass Phone 155

It's BUICK and PONTIAC Again

BUICK LINE FOR 1937

The Special — the Century — the Roadmaster and the Limited — are triumphs visibly and intrinsically outranking anything Buick has ever done — Each has more beauty for dazzling style, more power and more room for comfort — more downright road command for safety and pleasure.

Pontiac for 1937 - America's Finest Low Priced Car.

The crowning achievement of Pontiac's policy of giving more for less. A BIGGER CAR. BETTER VALUE, GREATER ECONOMY. More beautiful Silver Streak styling, safety triple-sealed hydraulic brakes, longer wheelbase, and acceleration with greater economy and perfect safety center-point steering, larger unisteel bodies, improved knee-action ride.

THE SUN ANALYZER

. . . truly outstanding addition to already complete mechanical repair department. Trained mechanics using the most modern and scientific equipment are here to remedy your car's mechanical troubles.

THE ROSEBURG MOTOR CO.
ROSEBURG, OREGON

1937 BUICK 1937 PONTIAC

Easy Payments Available Through the G.M.A.C. FINANCE PLAN

111 NORTH ROSE STREET