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 Williamette valley. It now operates in five western states—Oregon, Washingston, California, Utah and Colorado, Savings of 20 to 30 per cent have been made for its patrons in 1936. Ask for rates and service—Ne obligation.

We Write Automobile Insurance

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



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



You Will Go MORE Miles

Tire Retreading

GENERAL TIRES The New Dual "10"
Bring Your Car In—Convenient Terms

·HEALY TIRE CO.

Start Them Right With UMPQUA FEEDS CHICK AND TURKEY STARTER



YOU KNOW can watch the feeds made yourself that the ingredients are of the highest quality are mixed with painstaking care.

DOUGLAS COUNTY FLOUR MILLS

ROSEBURG, OREGON

FOR A CHEERFUL

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.

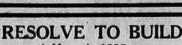
Let us show you how to save in buying new furniture.

McKean and Baldwin



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

Hansen Motor Company



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 dimension, 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

Wheels"—Distributed by Rose-burg Motor Con, introduces the 1937 models, recognized as the supreme creation, by Buck, 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, thriftier than even its predecessor, brings Buck ownership into the realm for anyone who yearns to possess a truly great car—in eight The Pontiae, "The most heauth of the same in the same

the car. Coupled with the fact that nine out of ten automobiles use too much gasoline and that there are 3s vital points in operation, a 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

The "Sun" analyzer approved by General Motora, 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-tineup work. This equipment which represents a substantial financial investment, has been made a permanent part of the mechanical department of the middle department of the mechanical department of the middle department of the middle department of the mechanical department of the middle department of the middle department of the middle department of the middle department of the mechanical department of the middle department of the middle department of the mechanical department of the middle department of the mechanical department of the middle department of the mechanical department of t

THIS BANK'S PURPOSE

DOUGLAS NATIONAL BANK

Quality Is

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MADDOX GROCERY 207 North Jackson

Phone 499

Montag Furnace

A diversity of heating plant at a saving

ROOL FLASHING GUITLES and DOWNSPOUTS

Ceilinge Rain gutters



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ICE The Only True

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 whi ice refrigeration is sensible and economical. Place foods
as shown and enjoy freedom from
mechanical worries.

DOUGLAS ICE AND STORAGE CO.





A RECORD OF SERVICE

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

DOUGLAS FUNERAL HOME



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 loe 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.



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 livling as an outstanding event—This modern hotel is literally the hub around which much of the important affairs of
Roseburg revolve. HOTEL GRAND

The Special — the Century — the Road master 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.



1937 BUICK

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, GREAT-ER 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



1937 PONTIAC

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

ROSEBURG MOTOR

111 NORTH ROSE STREET

ROSEBURG, OREGON