

**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 Oregon. It now operates in seven western states — Oregon, Washington, California, Utah, Idaho, Wyoming and Colorado. Savings of 20 to 30 per cent have been made for its patrons in 1936. Ask for rates and service—No obligation.

Umpqua Savings and Loan Assn. is operated in this office

**DOUGLAS ABSTRACT CO.**  
INSURANCE—SAVINGS AND LOAN—ABSTRACTS  
147 N. Jackson Phone 87

**We Write Automobile Insurance**

**Hunt's INDIAN Theatre**  
Starts Sunday  
"SEVENTH HEAVEN"  
Starring James Stewart—Simone Simon

**UMPQUA FEEDS**  
TAKE THE GAMBLE OUT OF TURKEY RAISING  
You Can See For Yourself

Our plant is open for your inspection at any time. Our formulas for feeds have been tried and tested in scientific laboratories and for years have produced top market birds in Douglas County.

**Douglas County Flour Mills**  
Roseburg, Oregon

**ROSEBURG MOTOR CO.**  
BUICK PONTIAC  
Most popular new cars in their field. Bring the best used car trade-ins.  
A demonstration in one of our Used Cars will convince you of their quality

**FRIENDSHIP**  
If it is every necessary for you to assist a bereaved friend in making funeral arrangements, you will do it willingly. Assure yourself of competent service at reasonable prices—call upon us at any time.

24-HOUR AMBULANCE SERVICE  
For Further Details Telephone 112

**Douglas Funeral Home**  
HARRY C. STEARNS, Director  
201 South Pine St.

**Sensational Values**  
at  
**HANSEN MOTOR CO.**  
**Guaranteed OK Used Cars**  
The finest line of Used Cars in Douglas County on display.  
ALL MAKES, ALL MODELS—PRICED TO SELL

**You Can Buy a New Home**  
for as Little as \$25 a Month  
Including Taxes and Insurance.  
**COEN LUMBER CO.**  
PHONE 121

**Complete Service for Milk Products**  
Of All Kinds Supplied Roseburg by  
**The Umpqua Dairy Milk and Cream**

"Stillicious" a health drink providing yeast vitamin in palatable form—Grade "A" perfectly pasteurized milk—"Umpqua Brand" butter is most delicious—Raw Grade "A" milk for babies.

By R. KENNETH EVANS

What is recognized for being one of the best equipped dairies, handling a wide diversified class of milk products, in Southern Oregon, is the Umpqua Dairy Milk and Cream company of Roseburg with a source of supply from the best dairy farms in Douglas county. It was January 1, 1933, that O. J. Feldkamp and H. V. Sullivan established this dairy and started its operation. Since that time both men have devoted their energies to the building of a business which would not only gain recognition for its success by filling a demand for a much needed food product, but, also maintain a market for milk and cream produced on farms in Douglas county. A recent addition to the various classifications of milk products handled by the firm is "Stillicious" containing yeast vitamin "B" which is a delicious health drink.

The introduction of this product along with Grade "A" perfectly pasteurized milk, "Umpqua Brand" butter, grade "A" raw milk for babies, variety of ice cream, butter-milk and cottage cheese gives this dairy, milk products which will meet every scientific requirement for properly balanced foods.

**A Delicious Food**  
Customers of this plant have learned that they can get Stillicious chocolate from their Umpqua Dairyman in the safe assurance that the dairy has protected and safeguarded their health by processing Stillicious Chocolate milk in the proper manner under supervised sanitary conditions. Genuine Stillicious Yeast Vitamin B Chocolate drink has the name plainly printed on the bottle cap with these words: "contains 30 Sherman units of vitamin B and G per quart." It is the blending of these perfect foods including milk, man's first food requirement, chocolate—the world's most popular flavor—and yeast vitamins B and G, acknowledged as essential to physical and mental well-being.

One of the first moves, when this dairy was founded, was the making of the selection of the farms and herds of cattle for the milk products to be handled. There are eight of these farms in Douglas county having more than 100 milk cows which are frequently tested and milk from them is recognized for its safety because of the way they are fed and the strictly sanitary conditions which are maintained around the farms.

The Umpqua Dairy, unlike many of the dairies operating in Oregon, manufactures a high grade butter product which totals approximately 6,000 pounds monthly and the local residents of Roseburg and Douglas county are first supplied with this delicious product and the surplus shipped into Portland and San Francisco for disposition. This butter is manufactured in a 500 pound churn after the cream is perfectly pasteurized and handled in the immaculate butter room where it is prepared for the market.

**Good Line of Customers**  
There are more than 425 homes in Roseburg that are patrons of this dairy for milk and milk products. These customers have learned that perfectly pasteurized milk is a superior grade of food without its food value or flavor being affected by the pasteurizing process. In connection with pasteurization, several years ago Louis Pasteur, a French scientist, discovered the method of killing bacteria in all liquids by heating them to a certain degree and suddenly cooling the liquids. The Umpqua Dairy has installed equipment for this purpose and all milk, ice cream, butter and Stillicious Chocolate Milk is perfectly pasteurized.

The Umpqua Dairy has added importance to its business through the representation of Paist cheese. This is a nationally known product and recognized for its superiority.

Another important feature of the operation of this plant is the maintenance of a raw milk supply from herds that are ultra-carefully tested which milk is used for babies or adults, if they elect. Service to the homes and wholesale for milk products are covered by three men and one attractive truck. Promptness in the home service has at-

ways been a factor which has popularized the dependability of the Umpqua dairy.

In the ice cream department is a freezer which has a capacity for forty quarts of delicious ice cream every fifteen minutes, if the demand warrants it. In addition to the manufacture of bulk ice cream in all flavors, ice cream bars and ice cream sandwiches are also made, which provides a confection that is appreciated by the children and adults alike. In the making of ice cream homogenizer is followed out which makes the cream smooth and palatable. The mix is made under balanced formulas which makes it an ideal food that has been taken out of the class of confections as ice cream was regarded a few years ago.

When the Umpqua Dairy equipment was planned and the building at Sykes and Short streets prepared for the operation of a high class dairy, refrigeration rooms were included. One room, 6 by 9 feet, lined with cork, is used for the sharp-cold room where ice cream is properly conditioned. One larger room, 10 by 18 feet, is used for the cooling of the milk following pasteurization and in advance of the delivery on the routes. The pasteurizer has a capacity for 150 gallons of milk.

The Umpqua Dairy is one of the important industries of Roseburg and Douglas county. It maintains one of the outstanding markets for milk production from farms that take pride in the maintenance of equipment for the production of Grade "A" milk. Seven people are given steady employment in the plant with the two extra boys constantly in the service on the delivery truck to aid in promptness in making deliveries.

It should be stressed that dieticians and physicians everywhere recognize the health building qualities of milk and advocate a wide use of it. It is universally used by them to promote quick convalescence in their patients or clients. Milk contains health for young and old alike. It is a food that no one should be without. It is always a good investment—even when very little money can be spent for food. There are many ways to use milk—as a daily drink, in milk shakes and in egg-nogs; in cooking and preparing foods; in table products made with milk such as cottage cheese, butter and ice creams.

The vital thing to know about milk that is proper use in the daily diet will safeguard the good health which is ordinarily maintained. It supplies in the most perfect form—the complete balanced food—the much needed elements for building strong bodies. An attractive method for encouraging the children to drink milk is to have in the ice box at all times bottles of the new "Stillicious" chocolate drink. As they return from play or school they will soon learn to anticipate the desire for their bottle of "Stillicious."

Everyone identified with the Umpqua dairy takes pleasure in filling the service of their particular departments, to cordially give each customer attention and advise as to the proper use of milk products.

Established in 1883. The Douglas National Bank is the oldest Oregon bank south of Salem. It is one of the five oldest banks in the state and on April first will have completed fifty-four years of successful service in the development of the Umpqua Valley.

**DOUGLAS NATIONAL BANK**  
Home Owned and Operated Since 1883  
Member Federal Deposit Insurance Corporation

**McKEAN & BALDWIN**  
For Bed Spreads  
Quaker Lace Dinner Cloths, Columbia Venetian Blinds, Window Curtains of all kinds.

**National Brands**  
Quality is Recognized  
Prices Are Uniform  
There is never any 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. We give S. & H. Green Trading Stamps.

**MADDOX GROCERY**  
207 North Jackson Phone 499

**IF IT'S SHEET METAL WORK—TAKE IT TO SINNIGER'S**

- SPOUTS — GUTTERS
- STOVE NEEDS
- VENTILATORS
- CEILINGS
- MONTAG FURNACES

**SINNIGER'S SHEET METAL WORKS**  
444 N. Jackson St. 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

FRUITS and VEGETABLES NOT OVER 5¢  
COOKED VEGETABLES (CANS, W/OUT PEEL) NOT OVER 5¢  
BARRIES COOKED MEATS NOT OVER 4¢  
UNCOOKED MEATS (POULTRY) NOT OVER 5¢  
CHICKEN, JAM FOR SALAD MATERIAL

**AIR POWERED TIRE INSPECTION**  
Permits Customer Complete Personal Inside Inspection of Casings  
With the increasing prices of tires we offer a great saving in our super type retreads, manufactured at our shop and carrying our personal guarantee which is stronger than is carried by any standard brand new tire.  
With our completely equipped shop, our large stock of new General tires, (we carry the most complete stock of truck sizes between Eugene and Medford), and our years of experience in the tire repair business, we offer a type of service unexcelled by anyone anywhere.

**OUR NEW LOCATION ON N. STEPHENS ST. NEXT TO THE POST OFFICE**

**HEALY TIRE COMPANY**

**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

**Drink More Milk**  
ENJOY ITS FRESH, DELICIOUS FLAVOR . . . SAFEGUARD YOUR HEALTH AND ENERGY  
For a refreshing drink, as an aid to healthfulness and vitality, for more natural energy there's nothing to take the place of milk. Keep a bottle of milk in your refrigerator at all times, for regular meals and between-time drinks.

**Dependable Delivery**  
PHONE 38  
Prompt, courteous daily service with special attention to every order.

**BUTTER**  
Churned from carefully selected cream from only the very best dairies this butter is always sweet and tasty. It is handled under the strictest sanitary conditions at all times.

**USE IT IN COOKING**  
Umpqua Dairy cream and milk, pure, fresh and wholesome is an ideal basic ingredient for hundreds of delicious recipes. Its ability to provide tempting variety to daily menus has made Umpqua Dairy milk a favorite among mothers and other good cooks. Use Umpqua Dairy milk regularly.

**GRADE A RAW AND PASTEURIZED**

**Every Meal . . .**  
Day in, day out, for breakfast, luncheon and dinner, Umpqua Dairy milk brings more enjoyment and more health to hundreds of men, women and children. Serve milk every day.

**STILLICIOUS**  
Keep a quart on hand for in-between-meal snacks. It's a Vitamin B and G chocolate drink.

**BUTTER MILK**  
Fresh and full of vitality for a real thirst quencher.

**COTTAGE CHEESE**  
One of the best spring salad ingredients.

**UMPQUA DAIRY PRODUCTS**  
SHORT AND SYKES STREETS

**ICE CREAM**  
Our ice cream is all made from Grade A pasteurized milk and cream which makes it high in wholesome food value. We carry a large variety of flavors at all times and will deliver it to you in Jiffy Bags which keep it in proper condition until served.

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