

OPEN HOUSE!

YOU and YOUR FAMILY ARE INVITED To Our 'OPEN HOUSE' PARTY SATURDAY, AUG. 13

Umpqua Dairy wants you and your family to help us celebrate the installation of new, modern dairy equipment in their plant at Short and Sykes Street. Plan now to visit us Saturday, Aug. 13, from 1 to 9 P. M.



YOUR HOSTS

H. V. Sullivan and O. J. Feldkamp, managers of Umpqua Dairy play host to you and your family all day Saturday.

The Umpqua Dairy is now approaching the fulfillment of an ambition to rise from a tiny operation to a brand new, all-modern dairy establishment, second to none in efficiency, cleanliness and all-around dairy service to you—our customer. With the installation of this shining, new equipment we have achieved a goal of which we are very proud. And... wanting you to help share in our pride, we cordially ask you to drop in and visit us. We'll be very happy to see you and we'll do all possible to make your visit a grand time.

UMPQUA DAIRY

Producers of:

- Milk and Cream
- Butter • Ice Cream
- Chocolate Milk
- Cottage Cheese
- Buttermilk
- Frozen Foods

At Your Store or Your Door



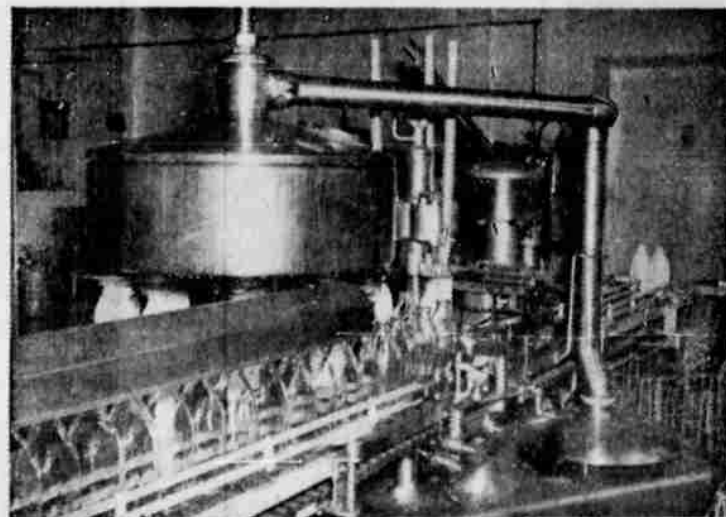
FREE!
Free! Dairy products to each and every one who comes to our "party." A refreshing treat, a sample of Umpqua Products to one and all. It's "on the house" during our Open House Party.

BRING THE WHOLE FAMILY—COME AS YOU ARE WE SUGGEST YOU VISIT OUR PLANT SATURDAY AFTERNOON AND EVENING SO YOU MAY SEE OUR ENTIRE PLANT IN OPERATION. GUIDES WILL SHOW YOU OUR NEW PLANT AND EXPLAIN PROCESSES... AN EXCELLENT EXAMPLE IN MODERN DAIRY PROCEDURES. FUN FOR THE WHOLE FAMILY.

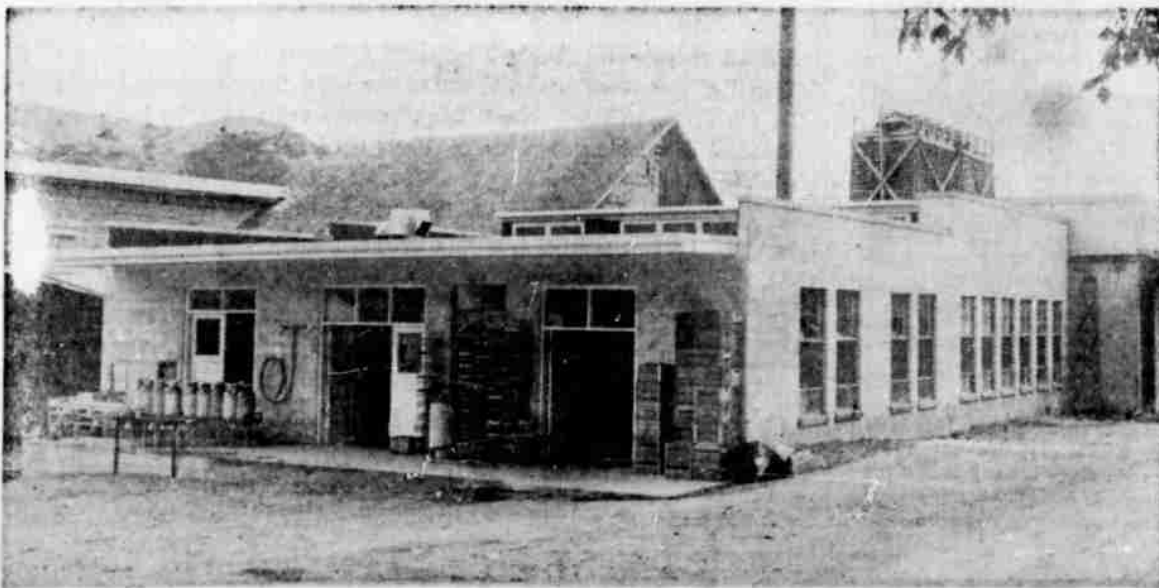
HOW TO FIND US:

Turn west (toward the river) on SYKES off South Stephens Street (at Hudson Garage) and drive a few blocks to the end of Sykes street.

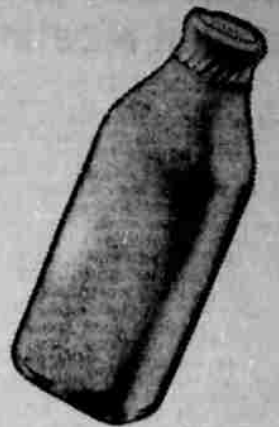
LOCATED AT SYKES AND SHORT STREET—
PLENTY OF FREE PARKING



Shown here is a portion of the new equipment... sterilized bottles are automatically filled with milk here and the bottles are mechanically capped and hooded, ready for delivery to your home.



Southern view of the new UMPQUA DAIRY plant housing the bulk of the new equipment. Refrigerated milk is automatically transported inside where processing and pasteurization plants are located.



UMPQUA DAIRY



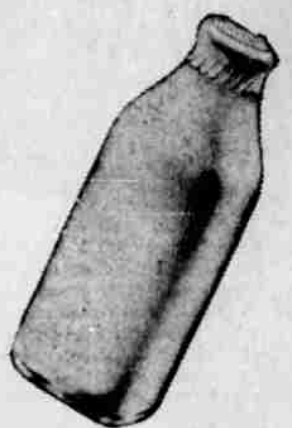
INVITES YOU



TO THEIR



OPEN HOUSE PARTY



THIS SATURDAY

We'll Be Expecting You!



PHONE 38
Umpqua Dairy Products Co.
HOME OF QUALITY DAIRY PRODUCTS
ROSEBURG, OREGON SYKES & SHORT STS.