

# HATS OFF TO BETTER SERVICE



We are members of an association which pledges to give EACH customer friendly service PLUS a host of extra courtesies not found elsewhere. Most of us are local fellows, your neighbors—all of us want to EARN customers through honest, conscientious service. When you drive into one of our service stations you are entitled to exceptional service. Depend on the Umpqua Valley Retail Dealers' Association. Look for our membership card when you drive in.

## JUST THE BEGINNING . . .

A tank full of gas is just the beginning of service you get at any Umpqua Retail Dealer's Station.

## WE CHECK

- OIL
- BATTERY
- FAN BELT
- WATER
- TIRES
- RADIATOR
- CRANK CASE LEVEL

## AND

wipe your windshield clean as a whistle  
**ALL AT NO EXTRA CHARGE TO YOU . . .**  
 it doesn't cost a penny more  
 for really good service.



MEMBER OF  
**UMPQUA**  
**Retail Gasoline Dealers**  
**Association**  
**1950**



Our smile is  
 your smile!

That smile of ours when you drive in . . . it means something! It means we ENJOY helping you. As a result your car gets better servicing and you enjoy trouble-free motoring. For service that puts a smile on YOUR face, do business with a reputable member of Umpqua Retail Gasoline Dealers Association.

**You'll like the prompt, courteous service you'll receive at these friendly dealers**

**BARKER'S TEXACO SERVICE**  
 603 S. Stephens St.

**BILL & WARD'S ASSOCIATED SERVICE**  
 200 S. Stephens St.

**BOB BROWNING RICHFIELD SERVICE**  
 Cass and Stephens

**CLEM'S MOBIL SERVICE**  
 Highway 99 North

**KEN ELLISON MOBILGAS**  
 740 S. Stephens St.

**C. W. FERBER TEXACO SERVICE**  
 Stephens and Mosher Sts.

**KEN L. GILKESON'S SERVICE STATION**  
 Lane and Stephens Sts. — Phone 306

**HAVENS' SHELL STATION**  
 Stephens and Mosher Sts.

**DON JOHNSON UNION STATION**  
 Stephens and Lane

**KELLEY'S TEXACO SERVICE**  
 2820 N. Stephens

**MYERS OIL COMPANY**  
 Highway 99 N. on Garden Valled Rd. — Phone 152

**CARL NICKENS' ASSOCIATED SERVICE**  
 1580 Harvard Ave.

**IRV PUGH CHEVRON STATION**  
 Jackson and Douglas — Phone 1460

**CLAUDE RHODES TEXACO SERVICE**  
 3 Miles South on Highway 99

**JOHN W. ROBERTSON SHELL SERVICE STATION**  
 202 N. Stephens St.

**J. JARVIS ROBERTSON ASSOCIATED SERVICE**  
 Stephens and Brockway

**ROD'S SHELL SERVICE**  
 810 S. Stephens St.

**ED SINES TRIANGLE CHEVRON**  
 600 Winchester St.

**CLIFF SMITH'S RICHFIELD SERVICE**  
 Douglas and Main Sts.

**MAC WOOD'S UNION SERVICE**  
 248 N. Stephens St. — Phone 971

**"OUR TEAMS OF FRIENDLY SERVICE MEN WORK QUICKLY FOR YOUR DRIVING COMFORT"  
 ALWAYS BUY FROM UMPQUA RETAIL GASOLINE DEALERS' ASS'N MEMBERS**