

TODAY and TOMORROW

Fallin Post 24, American Legion, Veterans' Memorial Building, Tri-City, 8 p.m., plans to be made for Christmas party.

Zulima Nile Club, annual Christmas party, Carl's Haven, 6:30 p.m. For reservations call Mrs. A. C. Spencer, OR 3-3347.

Eastern Star play, "Aaron Slick From Pookin Creek," Masonic Temple, Glendale.

AAUW Christmas meeting, Episcopal parish hall, 7:30 p.m.

Elks Club duplicate bridge, 12:30, open to Elks and invited guests.

Loyal Order of Moose game, night, Moose Hall, 8 p.m.

Umpqua Hillbillies Square Dance Club, Kellogg Grange hall, 8 p.m., all square dancers invited.

Evergreen Grange, 8 p.m., grange hall.

Daughters of the Union Veterans, Florence Nightingale Tent 150 home of Wilma Rooke, 926 SE Rice, 8 p.m.

SATURDAY—DECEMBER 14

Town and Country Garden Club, Christmas meeting, home of Mrs. L. F. Nielsen, 849 SE Chadwick, Monday, Dec. 16. Members to bring garden gift not to exceed specified amount.

Buckaroo Square Dance Club, 8 p.m. business meeting, dancing at 9 p.m. Members bring sandwiches or cookies. Kitchen committee: Cliff and Clara Hess, Harry and Marion Hill, Charley and Arvilla Hiney, Bart and Pat Holt. All dancers welcome.

Evergreen Grange ladies, cook employees Christmas dinner at Grange hall, Mrs. Gertrude Hess asks ladies to arrive early as possible.

Canyonville High School, Christmas ball, 8 p.m., Youth Center.

Sutherlin High School, Christmas formal dance, 8:30 p.m., Westside School auditorium.

Glide High School, student body play, 8 p.m., auditorium.

Hayloft Square Dance Club, annual Christmas party and potluck, 6:30 p.m., Preschorn Barn. Bring own table service. New class members and families invited.

Boots and Calicos Square Dance Club, Winston Community Building, serving Mr. and Mrs. Al Down, Mr. and Mrs. Stanford Bell. Ladies bring sandwiches. All square dancers welcome.

Gold Star Mothers, Roseburg chapter, Christmas party, home of Alice Harrison 1403 SW Kendall, 10 a.m. meeting, dinner at noon. Husbands and friends invited. Gift exchange after dinner.

Douglas County Retired Teachers Assn., Christmas party, 1:30 p.m., home of Rosa B. Parrott. Members will contribute toward entertainment instead of exchanging gifts.

Alcoholics Anonymous, 7:30 p.m., 245 SE Jackson, for more information call OR 2-3750.

Evergreen Old Time Dance Club, 9 to 1 p.m., KP Hall, H. H. H. Membership open to public, visitors welcome.

Belles and Beaus Square Dance Club, 8 p.m., Washington School gymnasium, Oakland. All square dancers welcome.

Douglas County Employees Assn., 10 a.m. to 3:30 p.m., High School.

HOOVER DAY SPECIAL

Saturday - Dec. 14th

Factory Representatives will show you why it's smart to

GIVE HER A HOOVER FOR CHRISTMAS!



Save \$35.00 on the cleaner

Model 63 Deluxe



Limited Time Only \$89.95

Hoover's famous cleaning action! ... it lifts as it sweeps as it cleans, on a cushion of air. At this tremendous saving, they won't last long. So stop in now and get her a deluxe Hoover for Christmas.

QUANTITIES LIMITED THIS SPECIAL PRICE!

FREE GIFT

For everyone attending this Hoover demonstration.

NOW \$89.50

Complete with Tools

the cleaner that walks on air!

HOOVER Constellation

Follows you on its own stream—without trailing. Nozzle slides smoothly on wheels... double stretch hose lets you clean a full flight of stairs... full 6-foot power cord.

BRING IN YOUR OLD CLEANER FOR FREE CHECK-UP!

Get Her Hoover While They Last!

USE OUR LAYAWAY PLAN

We'll keep your secret and deliver OPEN TONITE 'TIL 9

Umpqua Valley APPLIANCE
ROSEBURG—648 S. 2nd St.—Phone OR 3-5574

KNUDTSON'S JEWELERS

ARE PROUD TO ANNOUNCE THEIR

Grand Opening

FREE!! FREE
COFFEE & DONUTS
ALL DAY FRIDAY
AND SATURDAY
DECEMBER 13 & 14
JEWELRY TABLE
Regular Prices From
1.00 to 15.00
Now 1/2 Price

In Our New Location—Jackson St. at Cass
FRIDAY DECEMBER 13—9:30 a.m. to 9 p.m.
SATURDAY DECEMBER 14—9:30 a.m. to 6 p.m.

We are proud of our new, larger store and we want everyone in Douglas County to see it. This new store is a reality only because of your continued and increasing patronage over the years and we, all the Knudtson's and our staff, wish to say

THANK YOU!

FREE!! FREE
Sample Bottle of Avon
"After Five" Perfume to the
first 100 ladies to enter
our store each day.

FREE!! FREE
Fruit Cake
With the purchase of
\$29.95 or more of merchandise from now until Christmas.



ALAN KNUDTSON
Bachelor of Science with
major in Geology from
Oregon State College. Gemologist.
Diamond Setter and engraver.



JOAN KNUDTSON



Anna Brown Knudtson
Daughter of founder.
Mother of Alan and Jim.
Counselor and co-operator
since the death of J. A.
Bryant in 1940.



FRANCIS KNUDTSON



JIM KNUDTSON
Certified Master Watchmaker.
Apprenticed under
J. A. M. Knudtson. Finished
technical training at
Bradley University, Waterloo,
Iowa. Passed Master Examination in 1954.



JOYCE MYERS



HANS SPROSS
Swiss Master Watchmaker.
Served apprenticeship in
Germany under master
watchmakers. Worked at
leading store in Lucerne,
Switzerland for 5 years.
Passed rigorous Swiss Master
Examinations in 1954.



JOHN T. BRYAN
Watchmaker and Jeweler.
Partner of Anna Knudtson and
founder of our store in 1936.
Overlooked the store in 1940
and until his death in 1948.
Old store location was in front
window of Langerberg Shoe
Store where Walter today
now is.

We are moving our family's third generation and 31st year in the jewelry business in Roseburg... and the fourth generation is already "training". We believe that our reputation of top quality name brand lines of merchandise is one of the finest and most competitive prices in the Southwestern. We invite comparisons.

DIAMONDS

- Uncounted stones
- All sizes
- Mounted Engagement
- Wedding Rings
- Sets
- Platinum and Diamond
- Sol Ring Mountings
- Grand Old Fashions
- Orange Blossom
- Best of Luck

JEWELRY

- Scarf Pins
- Necklaces
- Argon Ball
- Flats
- Single Cases

WATCHES

- Hamilton
- Waltham
- Bulova
- Girard-Perregé
- Omega
- Longines
- Rolex

FINE CHINA

- Lenox
- Corning
- Reynolds
- Continental
- Imperial
- Royal Delft

STERLING SILVER

- Corbin
- Waller
- Heirloom
- Imperial
- International
- Master

CRYSTAL

- Kugel
- Corbin
- Waller
- Imperial
- International
- Master

APPLIANCES

- Coffee Makers
- Electric Kettles
- Blenders
- Water Bakers

GIFTS

- Shavers
- Clocks
- Perfumes
- Stainless Steel
- Barometers
- Lighters
- Billboards

In Addition We Can Give a Free and Quality of Service Based on Years of Experience Rarely Surpassed Anywhere

Repaired Department

A new diamond room is specially equipped with many electronic instruments which are used to test and identify diamonds and to determine their quality. We have our customers' safety in mind and will set your diamond to the wait of your choice.

DIAMOND SCORE

A uniform color scale is used to determine the color of a diamond. The color scale is a series of diamonds of various colors from white to black.

DIAMOND LIGHTS

A uniform color scale is used to determine the color of a diamond. The color scale is a series of diamonds of various colors from white to black.

DIAMOND VARDYCK

A set of 5 diamonds, each having a different color, are used to determine the color of a diamond. The diamonds are arranged in a circle and the color of the diamond is determined by the color of the diamond in the center.

Jewelry Repair and Manufacturing

When Knudtson's Jewels is manufactured or other pieces of jewelry are ordered, we have a special, carefully designed jewelry box to hold the jewelry. The jewelry box is made of a fine material and is designed to hold the jewelry in a safe and secure manner.

BE SURE TO PICK UP A KNUDTSON'S CHRISTMAS GIFT CATALOGUE IF YOU HAVEN'T ALREADY RECEIVED ONE IN THE MAIL

BE SURE TO SIGN UP FOR OUR FREE "14 DAY EUROPEAN TOUR FOR TWO" DRAWING. ALL YOU NEED TO DO IS FILL AN ENTRY BLANK. ASK ABOUT JEWEL HOUSE ENTRY FORM.

OPEN FRIDAY NIGHT
UNTIL 9 P.M.

KNUDTSON'S Jewelers
"Katty-Corner" From The
Douglas County State Bank

Watch Repairing and Servicing

All Watches Carefully Repaired and Serviced

Two Master Watchmakers, Jim Knudtson and Hans Spross, to do your work in our new showcase repair room.

All watches for cleaning or overhaul are completely disassembled... then machine cleaned, after which every part is carefully inspected before assembly and timing.

Swiss timing machines... used for regulating and adjusting the movement. We have both the American made Watchmaster machine and the new Swiss made Chronograph.

Genuine replacement parts are used... identical to original and from the factory.

Waterproofing... has a pressure chamber to check for water tightness after re-sealing the water tight cases.

FREE!! FREE

Sample Bottle of Avon
"After Five" Perfume to the
First 100 ladies to enter our
store each day.