

You are **WELCOME**
 AT OUR
Grand Opening
SATURDAY

Tomorrow is the day that Roseburg's newest and largest exclusive Sundrie, Gift and Magazine Center opens its doors for the first time. Come in and see our new store. It will be fun for all. We open our doors at 9 a.m. and invite you to visit us tomorrow, the

next day and often after this great event. Make our store your center for those hard to find gift items, your sundrie needs and your magazine center for the best in periodical reading.

FREE

COFFEE to be served all day.
BALLOONS for the children.

ARDEN ICE CREAM for every visitor.
FUN! GIFTS! SURPRISES!

The "WHAT NOT" Is Your Headquarters For...

- ★ Ceramic Supplies ★ Stationery ★ Gifts
- ★ Greeting Cards ★ Sundries ★ Toys ★ Candy
- ★ Ice Cream ★ Novelties ★ Magazines
- ★ Fountain and Quick Lunches

Serving at the Fountain
 those "Rich in Flavor"
RICHARDSON FOUNTAIN
 FLAVORS AND ROOT BEER
 Distributed by
BATES CANDY CO., Roseburg, Ore.

Everybody likes
Arden
Flavor Fresh
ICE CREAM

Because it's so pure, so delicious, it's the favorite of those who really appreciate a truly fine Ice Cream. Naturally, they do serve it... "Wherever the Best Is Served."



**AND FEATURING THE
 LARGEST MAGAZINE SELECTION IN SOUTHERN OREGON**

THE
What Not

228 N. STEPHENS

DIAL 3-4254

Open Seven
 Days a week
 FROM 9 A.M.
 TO 10 P.M.

**BEST WISHES AND CONGRATULATIONS
 ON YOUR GRAND OPENING**

May Your Business Be A Huge Success
JACKLIN NEWS AGENCY
 804 Hamilton Street