RULES OF THE AD-RIME CONTEST

1. Any person is eligible except members of families or employees of the Roseburg News-Review.
2. Find and write the "hidden slogan" formed from italicized words scattered among the ads. Work from left to right columns.
3. Print or write your Ad-Rime and your name, address, occupation and phone. Bring or mail to the News-Review office on card or coupon.
4. The News-Review will have lines impartially judged and will award $10.00 each week for the best line and $100.00 for the line judged best among the 26 weekly winners.
5. Any contestant may submit more than one line, if desired.
6. This contest closes at 12 noon each Saturday. All lines must be in The News-Review office by that date and hour.
7. In case of ties, identical prizes will be awarded to all tying contestants. The decision of the judges will be final.

$360 in CASH

PRIZES — READ THE RULES

Just write an "AD-RIME" line to rhyme with the following headline

—Copyright R. P. Ross

Print or plainly write the "Hidden Slogan" on next line:

_____

Print or plainly write your "Ad-Rime" on next line:

_____

——JUDGES CUT OR FOLD ON THIS LINE——

Name _____ Phone _____

Address _____ Occupation _____

Bring or mail this coupon (or duplicate on plain paper or post card) to The Roseburg News-Review office. We will pay $10.00 in cash for the best Ad-Rime.

ROSEBURG IS THE PLACE TO SHOP

Each Saturday for 26 weeks $10.00 cash will be paid for the best line rhyming with the current headline. Best of the 26 weekly winners will win a $50.00 Grand Prize. AD-RIMES should correspond with the headline in RHYME and METER. Preference is given to lines boosting "Local Trade." Example (do not copy): "BARGAINS ARE A BUMPER CROP." You need buy nothing to enter the contest but to qualify must write the weekly "hidden slogan" formed from the italicized words scattered among the ads. Work from left to right, one word in each column.

Read the following carefully for 'AD-RIME' hints

This Ad-Rime Directory, sponsored by friendly local firms, will be a regular weekly feature in The News-Review every Tuesday for the next 26 weeks. Here at a glance you see "where to buy what" and why it pays to BUY IT IN ROSEBURG.

Roseburg area resident shoppers save money and get many PLUS VALUES here. A top dollar's worth for every dollar PLUS quick service . . . convenience . . . home delivery . . . local telephone . . . ready repairs . . . are only a few of the very real benefits you gain by 'local' over 'long distance' shopping.

"Long trips are a flop" says mom; "they must stop! –
We're going to shop where merchants co-op!
So get gain' Pop—and don't stop to swap
Those yarns with the cop at your old barber shop."

Now, grab a pencil and write your AD-Rime telling in rhyme you YOU prefer to shop locally. Get it to The News-Review office by Saturday noon each week. Be sure to write the "Hidden Slogan" formed by the italicized words, one in each column, reading from left to right. The last word of your line must ryme with 'SHOP' and follow a similar swing and accent . . . like:

Roseburg IS the PLACE to SHOP — BARgains ARE a BUMper CROP. We're betting $10.00 you can write a better one.

PRIZE WINNERS NAME, ADDRESS, OCCUPATION AND THE WINNING LINE WILL APPEAR IN THIS SPACE NEXT TUESDAY

USE THIS RELIABLE DIRECTORY

AIRPORTS

Shirley's Air Service
Learn To Fly
Air Ambulance—Timber Cruising
Municipal Airport — OR 3-5215

APPLIANCES—SALES & SERVICE

Bergh's Appliance
Admiral TV—RCA—Whirlpool
Speed Queen Home Laundry
1532 S. E. Stephens — OR 3-6318 or OR 3-6393

Kier-Crooch Plumbing & Appliance
We give Northern Stamps
Plumbing, Appliance, Refrigeration Service
328 S. E. Stephens — OR 3-5177

Umpqua Valley Appliance
Service Is Our Pledge
618 S. E. Rose — OR 3-3574
West Central—Sutherlin—PN. 2068

AUTOMOBILE—BODY SHOPS

Merrill's
Your Seat Cover Center For Any Car
838 N. W. Garden Valley — OR 3-4537

Sid's Auto Body & Paint Shop
21 Yrs. of Experience & Quality
468 N. E. Garden Valley — OR 2-1971

AUTO DEALERS—NEW

Si Dillard Motor Co.
Lincoln Mercury & Service
404 S. E. Stephens — OR 3-6615

Hansen Motor Co.
The Sales Leader, CHEVROLET
Oak & Stephens — OR 3-4448

Lockwood Motors, Inc.
Authorized Ford Sales & Service
721 S. E. Oak — OR 3-4486

Pal Motors, Ltd.
Oldsmobile Sales & Service
579 S. E. Stephens — OR 3-4401

Rose Motor Co.
Your Chrysler-Plymouth Dealer
Rose at Lane — OR 3-2222

Roseburg Motor Co.
Your Friendly Buick, Cadillac and Pontiac Dealer
Rose & Washington — OR 3-6651

Bill Stock Motors, Inc.
De Soto—Plymouth—Honest Deals
At Real Savings—No Gimmicks
1410 S. E. Stephens — OR 3-6573

Ulrich & Son
Authorized Hudson Sales & Service
Automotive, Body & Fender Shop
1171 N. E. Stephens — OR 3-3348

Finest

AUTO RADIATOR SERVICE

United Body & Radiator
Complete Radiator Service and Exchange
468 N. E. Garden Valley — OR 2-1971

Walt's Radiator Shop
Complete Auto Cooling System Service
Cores Available for Trucks & Cars
407 N. E. Winchester — OR 3-4549

AUTOMOBILE REPAIR

Percy Croft Auto Repair
Expert Tune-Up
416 S. E. Jackson — OR 3-3037

AUTO WRECKING

C & C Salvage
We Buy Scrap Metal
Rt. 1 Box 1733 — OR 3-6420

Doyle's Sales & Service
New & Used Parts for Old & Late Model Cars
1347 N. E. Walnut — OR 3-6138

BAKERIES

Bert's Bakery
Order Your Decorated Easter Cakes Early
476 S. E. Cass — OR 3-2568

Patterson's Bakery
Patterson's Enriched Bread
No Fat Miles and Miles Fresher
"Fresher Fresh"

Weber's Bakery
Weber's Bakery on the Label
Means Quality on the Table
527 S. E. Jackson — OR 3-6126

BANKS

Douglas County State Bank
Home-Owned—Home-Operated
Work or Retirem from Friends
Cass & Jackson — OR 3-5511

BEAUTY SHOPS

Fairhaven Salon of Beauty
Service It Will Then Sell A Wave With Us
1407 W. Harvard — OR 3-5187

LaVera's Beautorium
15 Years in Roseburg
Evenings by Appointment
720 Pacific Building — OR 3-4139

Miller's Beauty Salon
Complete Beauty Care
538 S. E. Jackson — OR 3-2418

Peter Pan Beauty Shop
Styling—Waving—Shade Harmony
Convenient—After Work Appointments
1411 S. E. Stephens — OR 3-3334

Petite Marie Beauty Salon
For Complete Beauty Service
2016 N. E. Stephens — OR 3-3001

Studio of Hair Design
Permanent Cold Permanents
921 S. E. Stephens — OR 3-3984

BEER DISTRIBUTORS

Western Distributing Co.
Early Tapes—Picks
S. E. Rose Ave. — OR 3-6288

BICYCLES

Al's Bike Shop
Schwinn Bikes—Expert Repair
Lawn Mowers—Sales and Service
818 S. E. Washington — OR 3-4033

BOWLING

Roseburg Bowling
"Fun for Health and Fun"
715 S. E. Rose Street

BRAKE SERVICE

Brent's Exchange
Raybestos Brake Lining—Specials on Some Exchange Brake Shoes
1436 N. E. Stephens — OR 3-5568

Jovin Brake Supply
Wheel Balancing and Aligning—Tire Truing
742 S. E. Pine — OR 3-5466

BUILDERS' SUPPLIES

City Lumber & Builders Supply Co.
Paints — Finish Lumber — Plywood
3005 N. E. Diamond Lake — OR 3-5218

Coen Supply Co.
"Everything for the Builder"
Mill & Flood — OR 3-4461

Gerretsen Building Supply Co.
Operation Home Improvement
"'56 The Year to Fix"
Everything for the Builder

Suiter's Building Supply
"Save at Suiter's"
1236 N. E. Walnut — OR 2-2671

West Coast Building Supply Co.
General Remodeling Our Specialty
Financing Arranged
818 S. E. Mill — OR 3-6814

Merchandise

CABINETS

City Lumber & Builders Supply Co.
Custom-Built Cabinets
3005 N. E. Diamond Lake — OR 3-5218

CARPETS, RUGS, ETC.

Bob Allen Floor Covering
Bigelow, Masland, Magee, Barwick, Nightstown Carpets
1804 S. E. Stephens — OR 2-1581

CEMETERIES & MEMORIAL PARKS

Roseburg Memorial Gardens, Inc.
Ground Interments — Cremation Burials
Endowment Trust Fund
1858 N. W. Hicks — OR 2-2867

CHILDRENS CLOTHING

Swick's Tots To Teens
"Everything for Children"
632 S. E. Jackson — OR 3-5056

CLEANERS & DYERS

City Cleaners
Pickup and Delivery
10 Per Cent Discount Cash & Carry
1029 Diamond Lake — OR 3-4596

Mills Drive-In Cleaners
S & H Green Stamps
10 Per Cent Discount Cash & Carry
1405 S. E. Stephens — OR 3-3188

CONCRETE PIPE

Pre-Mix Concrete Pipe Co.
Concrete Pipe—Culverts—Sewer Pipe
Splash & Patio Blocks
1969 Diamond Lake — OR 2-2684

CONCRETE—READY-MIXED

Ideal Concrete
"Concrete As You Want It When You Want It"
838 W. Looking Glass — OR 2-1445

CONFECTIONERS—WHOLESALE

Latham Wholesale Distributors
Food Locker Service Jobber
138 N. E. Winchester — OR 3-3847

CONTRACTOR—BUILDING

John K. Buckwalter
Gen. Building & Remodeling
Kitchen and Custom Cabinet Work
1546 OR 3-2923 Res. OR 3-7838

CONTRACTORS—ELECTRICAL

Ridenour Electric
Dependable, Efficient Service
814 S. E. Mill — OR 3-7381

CONTRACTORS—EXCAVATING

S. M. Crites Co.
We Have The Equipment To Do The Job
2747 Diamond Lake — OR 2-1535

J. R. McAllister
Industrial, Commercial, Residential
We Do Dynamite Blasting
1842 N. E. Kane — OR 2-1821

CONTRACTORS—GENERAL

Ivan Edwards
Maintenance—Alterations—Remodeling
New Construction
595 W. Frontier — OR 2-7383

CONTRACTORS—MASONRY

Masonry Block Construction Co.
Rock, Brick—All Types of Masonry
Block Construction
P. O. Box 186 — OR 3-5471

CONTRACTORS—PAINTING

Jack Preston
Brush & Spray
Residential & Commercial — OR 3-6448

CONTRACTORS—PAVING

Roseburg Paving Co.
Asphalt Paving Specialists in Southern Oregon
536 W. Maple — OR 3-4183

CRAFT INSTRUCTION & SUPPLIES

Lester's Toy & Hobby Shop
Leather, Copper, Equipment, Supplies
Beads, Oil Paints, Flower Craft
Call OR 3-3458

DEPARTMENT STORES

Bargain House
Douglas County's Lowest Priced Department Store
672 N. E. Garden Valley — OR 3-5179

Miller's Department Store
The Best Place To Shop — After All
548 S. E. Jackson — OR 3-4448

DONUT SHOPS

The Donut Bar
Donuts Fresh Twice Daily
Sandwiches Hot Lunch 65c
831 S. E. Cass — OR 3-8078

DRIVE-IN RESTAURANTS

Jumbo Drive-In
A Meal in Every Burger
2231 N. E. Stephens — OR 3-3814

Kim's Drive-In
Fresh Chicken Daily
1278 W. Harvard — OR 2-1381

Lloyd's Dixie Dog Drive-In
Best Burgers in Town
Phone Orders Taken
433 S. E. Oak — OR 3-5154

DRUG STORES

H. C. Church & Son, Drugs
Hours 8 AM to 10 PM—8 to 6 Sundays
Free Parking
Rose Hotel Annex — OR 3-6331

West Side Pharmacy
Easy Free Parking
1445 W. Harvard — OR 2-2349

EGGS—WHOLESALE

Oregon Egg Producers
332 S. E. Sykes

ELECTRIC EQUIPMENT—WHLSE & MFGS

Industrial Electric Service Company
G. E. Apparatus Agent
Equipment For All our Needs
730 S. E. Stephens — OR 3-6658

ELECTRIC MOTORS

State Industrial Motor Service
We Sell & Service Electric Motors
220 N. E. Winchester — OR 3-4381

EQUIPMENT—SALES & RENTALS

Lansing-Oliver Tool Rentals
Gidden Tractors — Mowers — Cont'r. Equipm
"You Name It — We've Got It"
1341 S. E. Stephens — OR 3-6636

FIGURINES

Lewis Figurines
We Make Our Own
901 N. E. Alameda — OR 3-5183

FIRE PREVENTION EQUIPMENT

Fire Equipment Co.
Fire Fighter Equipment—Fire Extinguishers
Is Our Only Business
1445 S. E. Stephens — OR 3-7134

FLOORS—SANDING, ETC.

Carlson's Floor Service
Refinishing—Laying
Old Floors Look Like New
535 Brenzell — OR 3-6442

Leslie Pfaff
Sand-to-Finishing—Old Floors Refinished—
Estimates Given
408 N. E. Ward — OR 2-3334

Correctly

FLORISTS

Lillie's Flower Shop
Flowers For All Occasions
411 N. E. Winchester — OR 3-3836

FOOD DISTRIBUTORS—WHOLESALE

Oderkirk's Distr. Co.
Nutley's Products—Grandma's Cookies—
Rose Nut Products
"Let's Trade At Home"

FURNACE CLEANING

M. R. Duncan
Furnace Cleaning and Repairing
Hardware Burner Parts
1102 S. E. Mill — OR 3-5387

FURNITURE DEALERS—NEW

Carsten's Furniture Co.
Roseburg's Largest Furniture Store
828 S. E. East — OR 3-4815

Curtis Bros.
Complete Home Furnishings
Pals with Cass
1400 N. E. Stephens — 2-1500

Judd's Furniture Co.
Old-Timers Know and Newcomers Soon Find
Out It Pays To Shop at Judd's
439 S. E. Jackson — OR 3-5419

Schroeder's Furniture Co.
"We Furnish Everything for the Home But
The House"
838 S. E. Rose — OR 3-4486

FURNITURE DEALERS—NEW & USED

Harry's
"The Working Man's Store"
Bigger Savings — Better Buys
1315 N. E. Stephens — OR 3-1411

GARAGES

Homer M. Hughes Auto Service
Honesty and Experience
4835 N. Stephens — OR 2-1991

Self Service Garage
Service and Self Service
526 S. E. Lane — OR 2-1582

Union Garage
Oldest Garage in Roseburg
230 N. E. Winchester — OR 3-7226

GAS—PROPANE

California-Pacific Utilities Co.
Look to the Future—Buy Gas Appliances
723 S. E. Cass — OR 3-7526

GIFT SHOPS

The Beehive
Largest Magazine Selection in Roseburg
818 S. E. Cass — OR 3-7037

GLASS—AUTO, WINDOW, PLATE, ETC.

Roseburg Glass Co.
Dealers, Pittsburgh & Libby-Owens Glass —
for Every Purpose
237 S. E. Miller — OR 2-2669

GROCERS—RETAIL

Keller's Grocery
"Courteous Service"
1426 S. E. Main — OR 3-6548

Martin's Grocery
Complete Shopping Service
1224 S. E. Booth — OR 3-3043

HARDWARE & FURNITURE

South Stephens Hardware
"Hardware for Hard Wear"
1212 S. E. Stephens — OR 3-6787

Jack Fariss & Son
Your Marshall-Wells Store
Zenith Appliances — "The Trade' Men"
1367 N. E. Stephens — OR 3-3132

HAT RENOVATING

Imperial Cleaners
Look at Your Hat
Everyone Else Does
418 S. E. Jackson — OR 3-5733

Priced

HEALTH FOODS

Umpqua Health Foods
Natural Living Thru Natural
Foods — Closed Saturdays
2686 Diamond Lake — OR 2-3512

HEATING & SHEET METAL

Herb's Heating & Sheet Metal
Everything in Sheet Metal
Guaranteed Work at Fair Prices
Call OR 3-4708

HOTELS

Hotel Rose
Absolutely Fireproof
Lane & Stephens — OR 3-5588

Hotel Umpqua
Visit Our Indian Room — Famous
for Charbroil — Broiled Steaks
812 S. E. Jackson — OR 3-4411

INSULATION

G. Curly Craig Co.
Blown Insulation
Metal Weather Stripping
1312 N. W. Kenny Rd. — OR 2-4198

INTERIOR DECORATORS

Morgan Decorators
Paints, Paints — Wall Paper
Custom Draperies — Fabrics
1279 S. E. Stephens — OR 3-6036

INSURANCE

Russell C. Cory
Occidental Life — Health
and Accident
Umpqua Hotel Lobby — OR 3-3061

C. W. "Tobe" Robbins
Republicans or Democrats, Life
Insurance Values Never Change
Hotel Rose Lobby — OR 2-2222

Umpqua Insurance Agency, Inc.
General Insurance — All Lines
We stand Between You and Loss
828 S. E. Main — OR 2-7565

JEWELERS

Christie's Watch Shop
Bulova Watches — Watch Repairing
Watch Bands — Stemware
1126 N. E. Walnut — OR 2-7861

Hall's Jewelry
Finest Watches
Over 100 Years Of Quality
1300 N. E. Stephens — OR 2-7551

Weisfield's Credit Jewelry
Meet Me and Wear Diamonds
838 S. E. Jackson — OR 3-7551

KENNELS

Jacob's Kennels
Give Your Dog A Vacation!
Boarding by Day or Week
1285 N. E. Stephens — OR 3-6393

LADIES APPAREL

The Style Shop
The New Look at
The All-New Style Shop
615 S. E. Jackson — OR 3-5015

LAPIDARY EQUIPMENT

Dorothy's Gift Shop
Diamatic Saiger Counters
Lapidary Instructions — Blak-lite
4829 N. Stephens — OR 3-6664

Makes

LAUNDRIES

New Service Laundry & Dry Cleaners
Shirts Laundered and Packaged
To Perfection
806 S. E. Lane — OR 3-3362 or OR 3-6796

Sno-White Quick Service Laundry
Fastest Laundry Service in Town
S & H Green Stamps
628 W. Ball — OR 3-6337

Self-Service Laundry
Maytag Washers — Custom Drying
Open Monday & Wednesday Evenings
1618 S. E. Cobb — OR 2-3123

LOANS

Family Finance Corp.
Home—Owned and Operated
728 S. E. Washington — OR 3-5277

LOGGING EQUIPMENT & SUPPLIES

Industrial Supply Co.
Complete Line of Heavy Hardware
1826 Airport Road — OR 3-6661

Kornin Equipment
Diesel Power Units—Pumps & Pipe
Over 3,000 Wells Drilled
1611 N. E. Stephens — OR 2-1338

Roseburg Forge Works
Logging Equipment Manufacturing
Blacksmithing — Steel Fabrication
263 N. E. Chadwick — OR 3-4052

LOG TRUCKING

M & H Log Trucking
Tells Us Where — We'll Be There
P. O. Box 673, Winston OR 9-5588

LOUNGES & RESTAURANTS

Carl's Haven
This is The Place for The Family
818 Garden Valley Rd., Opposite
Veterans' Hospital — OR 3-7765

Lennie's Friendly Tavern
Big Comfort — Serving
U. Swingsberg after 5 P.M.
1215 S. E. Stephens St.

Turn Around Inn & Flamingo Lounge
Roseburg's Original Supper House
and Smorgasbord
1023 N. E. Stephens — OR 2-7131

LUMBER—FRAMING & SHEETING

Lumber Sales Co.
Framing & Sheeting by the M or
Truckload — Interior Finishing
Across from Riverside Sch. — OR 3-7362

MACHINE SHOPS

Douglas Machine & Welding
Capacity for any job in
The Area
1511 Diamond Lake Blvd. — OR 2-5440

Keystone Machine Works
Metalizing for Building Up Worn
Shafts Without Distortion
529 N. E. Chestnut — OR 3-4156

Simpson Iron Works
Expert Welding — Fast Service
Custom Ornamental Iron Work
1750 N. E. Stephens — OR 2-3434

MARKETS

Brookside Market
Quality Foods for Less
1930 Diamond Lake Blvd. — OR 2-5025

East Side Market
Downtown Prices with Parking
2586 Diamond Lake Blvd. — OR 3-5113

Garden Valley Market
Quality Meats Cut to Your Order
247 N. W. Garden Valley Rd. — OR 2-4202

Lookingglass General Store
Conveniences at Competitive Prices
Lookingglass — OR 3-7595

Morris Thrifty Market
One-Stop Shopping — Parking — Open
Every Day — Downtown Prices
1008 W. Harvard — OR 3-3089

MASONRY SUPPLIES

Chrystalite Tile Products
"This is the Economical
Substitute for Quality"
1707 N. E. Stephens — OR 3-3322

MEAT MARKETS

Batman's Meat Market
Hours: 8:30 AM to 7:30 PM—
Parking — Downtown Prices
1008 W. Harvard — OR 3-3713

MEATS—WHOLESALE

Boyer Meat Co.
Custom Work — Locker Meat
N. Umpqua Hwy. — OR 3-8323

MEN'S & BOYS' STORES

Herman's Men's Store
There is No Substitute for
Quality
518 S. E. Jackson — OR 3-7038

MEN'S CLOTHING

Len Mitchell Men's Clothes
Arrow Shirts — Florsheim Shoes
557 S. E. Jackson — OR 3-5423

MILL & LOGGING SUPPLIES

Douglas Supply Co.
"As Close As Your Phone"
819 S. E. Rose St. — OR 3-8838

MOTELS

Rose-Etta Lodge
H. L. and Ruby Veatch, Owners
Member, Best Western — AAA Approved
1067 N. E. Stephens — OR 3-5556

MOTORCYCLES & BICYCLES

Beckwith Cycle Co.
Harley-Davidson Sales & Service
2526 W. Harvard — OR 3-6120

MOVING & STORAGE

Consolidated Frieghtways, Inc.
Moving Service — Local & Nationwide
Packing — Crating — Storage
1838 N. E. Airport Rd. — OR 2-2671

MUSIC INSTRUCTION—ACCORDION

Gene Smith's Accordion Studio
Commended by Parents Mag. ATG
Certified — Instruments Furnished
1728 S. E. Jackson — OR 3-5231

MUSIC STORES

Graves Music & Art
Home of The Magnificent
Magnavox
432 S. E. Jackson — OR 2-2313

Ott-Ricketts Music Store
"Everything in Music"
Cass & Jackson — OR 3-3383

NIGHT CLUBS

Harlequin Supper Club
Entertainment and Dancing
Monday thru Saturday
734 S. E. Stephens — OR 3-8064

NURSERIES—CHILDREN—DAYS

Mother Goose Nursery
Certified All-Day Care $2.00
By-The-Hour Care—Kindergarten
574 S. E. Rose — OR 3-6381

OFFICE EQUIPMENT

Roen's Office Equipment
S. & H. Green Stamps
We Service What We Sell
1533 S. E. Stephens — OR 3-5458

Roseburg

OILS—FUEL & HEATING

Bob Gladwill
Your Richfield Rich-Heat Distr.
136 N. W. Gar. Valley Rd. — OR 3-8344

V. C. Lomax, Distr.
General Petroleum Care—Mobilgas
—Mobilheat—Motaloil Deliveries
OR 2-2626

Jim Myers, Signal Oil Distr.
Petroleum Products for Every Home
Call OR 3-6522

Tidewater Associated Oil Distr.
C. M. McDermott Your Flying A
Credit Card in The Handiest
Credit Card in Roseburg

PAINT & WALLPAPER

Roseburg Color Center
Dutch Boy Paints
Wallpaper in Stock
421 S. E. Main — OR 3-5747

PHOTOGRAPHERS—PORTRAIT

Photo Lab
Douglas Country's Largest, Most
Modern Studio & Camera Store
821 S. E. Jackson — OR 3-7881

Wilson Portrait Studio
Weddings — Glamour — Children
Dial Dr. Elma Wilson
1038 W. Harvard — OR 2-3443

PHOTOGRAPHIC SUPPLIES

J. C. Sporting Goods & Camera Store
Roseburg's Exclusive Leica Dealer
309 S. E. Jackson — OR 3-4155

PICTURES—GIFTS—FRAMES

Allen's Pictures, Gifts & Framing
Decorative Accessories — Room Dividers
Shutters — Ample Parking Facilities
1852 W. Harvard — OR 2-1887

PLUMBING

John Nelson, Plumbing & Heating
Contracting and Repairing
1671 N. W. Dogwood — OR 3-5329

PRINTING

M & M Printers
If It's Printing, Call Us
Business Forms of All Kinds
242 S. E. Jackson — OR 3-6591

Sun Printing Co.
Business or Social Printing
Rubber Stamps — Legal Supplies
428 S. E. Main — OR 3-6815

REAL ESTATE

Fullerton Real Estate & Insurance Agency
All Types of General Insurance
723 N. E. Stephens — OR 2-2681

Seitz-McTaggart
To Buy, List or Sell
"Say Hello to A Good Buy"
1687 W. Harvard — OR 3-5583

Short Realty
"Own Your Own Home"
808 S. E. Cass — OR 3-5334

Earl & Gladys Wiley, Realtors
A Good Investment is Equal to
A Lifetime of Toil
Hotel Rose Bldg. — OR 3-3462

REFRIGERATION—COMMERCIAL

Bergeron's Refrigeration
Carrier Refrigeration
Heating — Air Conditioning
833 S. E. Sheridan — OR 3-6624

RESTAURANTS

Harris Cafe
Open 24 Hours Every Day
Good Food at Fair Prices
719 S. E. Sheridan — OR 3-5055

Moore's Cafe
Roseburg's Popular Downtown Restaurant
725 S. E. Cass — OR 3-3445

North Side Cafe
Mr. & Mrs. Geo. E. Miller
Special Home-Cooked Meals
202 S. E. Jackson — OR 3-8170

Phyllis Cafe
Home-Made Pie and Doughnuts
Open 6 A.M. to 8 P.M.
210 N. E. Garden Valley Road

Wally's Pastime
"Where Good Friends Meet"
Fine Food at Wally's
611 S. E. Cass — OR 3-8215

ROOFERS

Acme Roofing Co.
All Types of Roofing and Siding
Johns-Manville Products
304 S. E. Elm — OR 3-8255

SANITARIUMS

Riversdale Sanitarium
Come and See Our New Convalescent Unit
Curry Road Near Country Club — OR 3-5583

SAND & GRAVEL

Roseburg Sand & Gravel
Crushed and Drain Rock
Planter Sand — Top Soil
Hwy 99 South — OR 3-4656

Shopping

SAW FILING

Brookside Variety Store
Saw Filing — Mower Sharpening
2878 Diamond Lake Blvd. — OR 2-1952

SAWS—SALES & SERVICE

P. C. Briggs Co.
Homelite Chain Saws — Rex Mowers
Garden Tractors — 2 and 4 Cycle
Engine Repair and Jacks

Carl J. Peetz Chain Saw Shop
Homelite Chain Saws — Work Guaranteed
8 AM to 8 PM — 8 AM to 5 PM Sat.
1576 S. E. Stephens — OR 3-5533

Saw Service & Supply Co.
Simonds Saws and Products
Service Is Our Middle Name
284 N. E. Chadwick — OR 3-4234

SEPTIC TANK CLEANING

Roseburg Sanitation Service
Expert Work — Prompt Service
Reasonable Rates — No Mileage Charge
1980 N. E. Stephens — OR 3-3356

SERVICE STATIONS

Adair's Flying A Service
Ken Moore, Proprietor
S. & H Green Stamps
459 S. E. Main — OR 3-8128

Bates Richfield
Genuine P.D. — Northern Stamps
Service Here While You Shop
Cass at Stephens — OR 3-9415

Bob & Gene's Union Service
7 AM to 10 PM — Expert Lubrication
Free Pick-Up & Delivery
Stephens at Washington — OR 3-8155

Ken Gilkeson Chevron Station
We Take Better Care of Your Car
Lane at Stephens — OR 3-7533

Art Harms Flying A Service
Savings Coupons
1215 Diamond Lake — OR 2-2836

Major Union Service
Complete Truck & Car Service
Service Exists Where It Centers
1847 Diamond Lake — OR 2-8733

Rogers Shell Service
Tune-Up — Generators Rebuilt
1425 W. Harvard — OR 3-3278

Stubb's Richfield Service
S. & H. Green Stamps
Goodyear Tires & Batteries
227 N. W. Garden Valley — OR 2-9019

Wayne's Union Service
Roseburg's Brand-New Station
Service Is Our Business
960 W. Harvard — OR 2-9938

SEWING MACHINES

Necchi-Elna Sewing Circle
Vacuum Cleaner Specialists
Parts & Service for All Makes
721 S. E. Stephens — OR 3-8326

SHEET METAL

Roseburg Sheet Metal
Leonor Perma-Flo Heating
433 N. E. Winchester — OR 3-8055

Desireable

SHOES—REPAIRING

Garden Valley Shoe Shop
Quality & Service — Fair Prices
267 N. W. Garden Valley

Myers Shoes & Repair
Shoes for the Entire Family
Quality Shoe Repairing
815 S. E. Cass — OR 3-1415

SKATING RINKS

Roletta
For Family Recreation
Private Lessons by Appt.
2235 Diamond Lake — OR 2-3512

SPORTING GOODS

J. C. Sporting Goods & Camera Store
Everything in Sporting Goods
309 S. E. Jackson — OR 3-4155

TAXICAB SERVICE

Roseburg Cab Co.
24 Hours Radio Dispatched
We Go Anywhere — Anytime
Lobby-Hotel Grand — OR 2-2666

TV & RADIO SALES & SERVICE

Kluver Radio & TV
Packard-Bell & Hoffman
Service to All Makes
1308 N. E. Stephens — OR 3-4123

Rogers Radio & TV
Zenith & Emerson — Guaranteed
Service on All Makes
922 S. E. Cass — OR 3-4278

Snyder's Radio & TV
Expert Repairs on All Makes
249 S. E. Jackson — OR 2-2457

TV Center
Emerson & CBS — Nothing Down
on Approved Credit
419 S. E. Main — OR 2-1242

TRACTORS

Douglas Tractor Co.
Allis-Chalmers Sales & Serv.
Industrial & Logging Equipment
1590 N. E. Stephens — OR 3-6288

TRACTOR REPAIRING

Independent Tractor Service
Quality Work Always
Nicd-Silver Batteries
2338 Diamond Lake — OR 3-3388

TRAILER COURTS

Edenbower Trailer Court
Located Behind Richfield Station
Right on City Bus Line
1238 N. W. Hicks — OR 3-5069

TRAILER HOMES

Earl E. Smith Trailer Homes & Supplies
Paints — Tanks — Awnings — Sewage Hoses
Drop Cords — Water Lines
1988 N. E. Stephens — OR 3-3356

TRUCK REPAIR & PARTS

Industrial Equipment Co.
"Let George Do It"
1298 N. E. Stephens — OR 3-3375

TIRES—DEALERS

Cardinal Tire Service
General — America's No. 1
Safety Tire — Recapping
1860 N. E. Stephens — OR 3-4298

TIRES—RECAPPING

Parker's Tirecap Service
Skidbarling Tires — Ask Any Trucker
Why Parker's Are Best
2335 Diamond Lake — OR 3-8381

TRUCKS—DEALERS

Commercial Truck Sales, Inc.
GMC Gas & Diesel Trucks
Complete Parts & Repair Service
2151 N. E. Stephens — OR 3-5594

TRUCK RENTALS

Bee Hive Truck & Car Rental
Low Rates — Investigate
Save 1½ or More
1488 S. E. Stephens — OR 3-7412

WALL TO WALL CARPETING

Modern Floor Covering Co.
"The House of Carpets"
Expert Installation — Budget Terms
718 S. E. Oak — OR 3-4374

WATER WELL DRILLING

Earl Preschern
6—8—10—12 Inch — Domestic &
Irrigation — State Licensed
Rt. 1, Box 818 — OR 3-4782

WELDING

Burge Welding Service
All Work Guaranteed
North Winston — W 9-5552

WINDOW CLEANING

Totton Cleaning Service
Windows — Walls — Floors
P. O. Box 888 — OR 3-8245

WOODWORKING

Nelson & Pyle Woodworking Co.
Wood & Aluminum Windows
Cabinet Work — Stairs — Doors
Parrott & Mosher — OR 3-3434