

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.

LOCAL SHOPS DEPEND ON YOU

Read the following carefully for 'AD-RIME' hints

Trade dollars often show a tendency to flow in a larger stream from smaller to larger cities than in the opposite direction. A considerable portion of this "one-way traffic" is due to thoughtless impulse or failure to take a good square look at self-interest. A brief analysis can improve this trade balance and help everyone—buyer and seller alike.

be the very life-blood of their existence. Without your trade and goodwill they just could not continue to exist. Every Roseburg dollar needlessly spent in another city literally tears a big chunk out of local prosperity. Unfortunately, there is no 'reciprocal trade agreement' to compensate for such losses. Local firms moreover are equipped to care for your needs far better than those in remote places. Their merchandise values and service facilities improve in about the same ratio as your co-operation.

Whenever you need something new—or have a few things to renew.

Here is your cue on what to do . . .

This page review—you'll see who's who!

USE THIS RELIABLE DIRECTORY

- AIRPORTS**
Shirley's Air Service
 Learn To Fly
 Air Ambulance—Timber Cruising
 Municipal Airport OR 3-5345
- APPLIANCES—SALES & SERVICE**
Bergh's Appliance
 Admiral TV—RCA—Whirlpool
 Speed Queen Home Laundry
 1322 S. E. Stephens OR 3-5348 or OR 3-5303
- Kier-Croch Plumbing & Appliance**
 We Give Northern Stamps
 Plumbing, Appliance, Refrigeration Service
 529 S. E. Stephens OR 3-5377
- Umpqua Valley Appliance**
 Service to Our People
 608 S. E. Rose OR 3-5374
- West Central—Suburban—Pa. 2888**
- AUTOMOBILE—BODY SHOPS**
Marrill's
 Your Best Cover Center For Any Car
 830 N. W. Garden Valley OR 3-5357
- Sid's Auto Body & Paint Shop**
 21 Yrs. of Experience & Quality
 400 N. E. Garden Valley OR 3-1971
- AUTO DEALERS—NEW**
Si Dillard Motor Co.
 Lincoln Mercury & Service
 404 S. E. Stephens OR 3-5325
- Hansen Motor Co.**
 The Sales Leader, CHEVROLET
 Old & New OR 3-4446
- Lockwood Motors, Inc.**
 Authorized Ford Sales & Service
 721 S. E. Oak OR 3-4408
- Pai Motors, Ltd.**
 Automobile Sales & Service
 518 S. E. Stephens OR 3-4401
- Rose Motor Co.**
 Your Chrysler-Plymouth Dealer
 Rose at Lane OR 3-3222
- Roseburg Motor Co.**
 Your Friendly Dealer, Cadillac and Pontiac
 Rose & Washington OR 3-5051
- Bill Stock Motors, Inc.**
 Do Sales—Plymouth—Honest Dealer
 At Real Savings—No Gimicks
 1410 S. E. Stephens OR 3-4573
- Ulrich & Sons**
 Authorized Hudson Sales & Service
 Automobile, Body & Fender Shop
 1771 N. E. Stephens OR 3-3548
- AUTO RADIATOR SERVICE**
United Body & Radiator
 Complete Radiator Service and Exchange
 400 N. E. Garden Valley OR 3-1971
- Roseburg**
Walt's Radiator Shop
 Complete Auto Cooling System Service
 Cars Available for Trucks & Cars
 487 N. E. Winchester OR 3-4545
- AUTOMOBILE REPAIR**
Percy Croft Auto Repair
 Expert Tune-Up
 414 S. E. Jackson OR 3-5037
- AUTO WRECKING**
C & C Salvage
 We Buy Scrap Metal
 Rt. 1 Box 1194 OR 3-5436
- Dovle's Sales & Service**
 New & Used Parts for Old & Late Model Cars
 1347 N. E. Walnut OR 3-4168
- BAKERIES**
Bert's Bakery
 Order Your Decorated Easter Cakes Early
 824 S. E. Cass OR 3-2568
- Patterson's Bakery**
 Patterson's Baked Bread
 By Far Miles and Miles Fresher
 "Tastiest Fresh"
Weber's Bakery
 Weber's Bakery on the Label
 Means Quality on the Table
 527 S. E. Jackson OR 3-4126
- BANKS**
Douglas County State Bank
 Home-Owned—Home-Operated
 Bank or Borrow from Friends
 Cass & Jackson OR 3-5371
- BEAUTY SHOPS**
Fairhaven Salon of Beauty
 Service is More Than Just a Word With Us
 101 S. E. Jackson OR 3-5167
- LeVera's Beauty Salon**
 15 Years in Roseburg
 Exchanges by appointment
 220 Pacific Building OR 3-4173
- Miller's Beauty Salon**
 Complete Beauty Care
 528 S. E. Jackson OR 3-4148
- Peter Pan Beauty Shop**
 Styling—Weaving—Hair
 Cosmetology—After Work Appointments
 1417 S. E. Stephens OR 3-5344
- Petite Marie Beauty Salon**
 For Complete Beauty Service
 2050 N. E. Stephens OR 3-5391
- Studio of Hair Design**
 Pattern Cuts, Permanent
 827 S. E. Stephens OR 3-2303
- BETTER DISTRIBUTORS**
Western Distributing Co.
 Lucky Lager—Pabst
 S. E. Burke Ave. OR 3-4256
- BICYCLES**
Al's Bike Shop
 Schwinn Bikes—Casper Kipper
 Lawn Mowers—Sales and Service
 616 S. E. Winchester OR 3-4823
- BOWLING**
Roseburg Bowling
 "Real for Health and Fun"
 745 S. E. Rose Street

CRAFT INSTRUCTION & SUPPLIES

Lester's Toy & Hobby Shop
 Leather, Copper, Figurines, Textiles
 Beads, Oil Paints, Flower Craft
 Call OR 3-5356

DEPARTMENT STORES

Bargain House
 Douglas County's Lowest Priced Department Store
 612 N. E. Garden Valley OR 3-5173

DONUT SHOPS

The Donut Bar
 Donuts Fresh Twice Daily
 Merchants' Hot Lunch Also
 831 S. E. Cass OR 3-4078

DRIVE-IN RESTAURANTS

Jumbo Drive-In
 A Meal in Every Burger
 2221 N. E. Stephens OR 3-3614

GAS—PROPANE

California-Pacific Utilities Co.
 Look to the Future—Buy Gas Appliances
 723 S. E. Cass OR 3-7326

DRUG STORES

H. C. Church & Son, Drugs
 Hours 8 AM to 10 PM—8 to 8 Sundays
 For Every Purpose
 Rose Hotel Annex OR 3-8233

EGGS—WHOLESALE

Oregon Egg Producers
 322 S. E. Cass OR 3-5358

ELECTRIC EQUIPMENT—WHOLE & MFGS

Industrial Electric Service Company
 S. E. Apparatus Agent
 Equipment For All Our Needs
 730 S. E. Stephens OR 3-4656

ELECTRIC MOTORS

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

EQUIPMENT—SALES & RENTALS

Lansing-Oliver Tool Rentals
 Garden Tractors—Mowers—Cults, Etc.
 "You Name It—We've Got It"
 1581 S. E. Stephens OR 3-5036

FIGURINES

Lewis Figurines
 We Make Our Own
 811 N. E. Alameda OR 3-5163

FIRE PREVENTION EQUIPMENT

Fire Equipment Co.
 Fire-Fighter Equipment—Fire Equipment
 In Our Daily Business
 1445 S. E. Stephens OR 3-7154

FLOORS—SANDING, ETC.

Carlson's Floor Service
 Refinishing—Laying
 Old Floors Look Like New
 333 Broadway OR 3-4842

FLORISTS

Lillie's Flower Shop
 Flowers For All Occasions
 411 N. E. Winchester OR 3-3628

FOOD DISTRIBUTORS—WHOLESALE

Oderkirk's Distrib. Co.
 Quality Products—Grandma's Cookies—
 Head Meat Products
 "Let's Trade At Home"
 1000 N. E. Stephens OR 3-5008

FURNACE CLEANING

M. R. Duncan
 Furnace Cleaning and Repairing
 Southwest Corner Parts
 1104 S. E. Mill OR 3-5382

FURNITURE DEALERS—NEW

Corsten's Furniture Co.
 Roseburg's Largest Furniture Store
 825 S. E. Cass OR 3-4615

JEWELERS

Christie's Watch Shop
 Bulova Watches—Watch Repairing
 Jewels—Diamonds—Silverware
 1120 N. E. Walnut OR 3-1981

KEENNELS

Jacob's Kennels
 Give Your Dog A Vacation
 Boarding by Day or Week
 1255 N. E. Stephens OR 3-6263

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
 Gemstone Jewelry—Lapidary
 Lapidary Instructions—High-Lite
 4810 N. Stephens OR 3-4864

LAUNDRIES

New Service Laundry & Dry Cleaners
 Shirts Laundered and Packaged
 to Perfection
 804 S. E. Lane OR 3-6382 or OR 3-6286

LOG TRUCKING

M & H Log Trucking
 Tells Us When We'll Be There
 P. O. Box 478, Winston OR 3-5588

LOUNGES & RESTAURANTS

Carl's Haven
 This is the Place for the Family
 610 Garden Valley Rd., Opposite
 Veterans' Hospital OR 3-7785

LUMBER—FRAMING & SHEETING

Lumber Sales Co.
 Framing & Sheeting by the M or
 Truckload—Interior Finishing
 Across from Riverside Shop OR 3-7382

MACHINE SHOPS

Douglas Machine & Welding
 Capacity for Any Job in
 The Area
 1511 Diamond Lake Rd. OR 3-5444

MASONRY SUPPLIES

Christalite Tile Products
 "There is No Economical
 Substitute for Quality"
 3750 N. E. Stephens OR 3-3222

MEAT MARKETS

Batman's Meat Market
 Hocks—Bacon—Lard—Pork
 1000 W. Harvard OR 3-3213

MILL & LOGGING SUPPLIES

Douglas Supply Co.
 "We Give As We Receive"
 610 S. E. Rose St. OR 3-4658

MOTELS

Rose-Elta Lodge
 M. L. and Ruby Veatch, Owners
 Member, Best Western—AAA Approved
 1720 S. E. Jackson OR 3-5556

MOTORCYCLES & BICYCLES

Backwith Cycle Co.
 Harley-Davidson Sales & Service
 2528 W. Harvard OR 3-4128

MOVING & STORAGE

Consolidated Freightways, Inc.
 Moving Service—Local & Nationwide
 1630 N. E. Airport Rd. OR 3-5671

MUSIC INSTRUCTION—ACCORDION

Gene Smith's Accordion Studio
 Western States Accordion Festival
 Long Beach, Calif., April 21 & 22
 1720 S. E. Jackson OR 3-5556

MUSIC STORES

Graves Music & Art
 Home of the Magnificent
 Magnacore OR 3-3313

OFFICE EQUIPMENT

Roon's Office Equipment
 S. & H. Green Stamps
 We Service What We Sell
 1323 S. E. Stephens OR 3-5456

OILS—FUEL & HEATING

Bob Gladwill
 Your Nearest Neighbors
 138 N. W. Garden Valley Rd. OR 3-4344

PAINT & WALLPAPER

Roseburg Color Center
 Dutch Boy Paints
 Wallpaper in Stock
 431 S. E. Main OR 3-5087

SEWING MACHINES

Necchi-Elna Sewing Circle
 Vacuum Cleaner Specialists
 Parts & Service for All Makes
 721 S. E. Stephens OR 3-5325

SHEET METAL

Roseburg Sheet Metal
 Licensed Permits for Heating
 425 N. E. Winchester OR 3-5056

SHOES—REPAIRING

Garden Valley Shoe Shop
 Fred's Shoe Repair
 Quality Service—Fair Prices
 287 N. W. Garden Valley OR 3-4056

REAL ESTATE

Fullerton Real Estate & Insurance Agency
 All Types of General Insurance
 723 N. E. Stephens OR 3-5381

REFRIGERATION—COMMERCIAL

Bergeron's Refrigeration
 Carrier Refrigeration
 Heating—Air Conditioning
 623 S. E. Sheridan OR 3-4824

RESTAURANTS

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

ROOFERS

Acme Roofing Co.
 All Types of Roofing and Siding
 Johnsonville Products
 506 S. E. Oak OR 3-4255

SANITARIUMS

Riversdale Sanitarium
 Come and See Our New Convalescent Unit
 Curry Road Near Country Club OR 3-5065

SAND & GRAVEL

Roseburg Sand & Gravel
 Crushed and Screened
 Plaster Sand—Top Soil
 Hwy 98 South OR 3-4886

SAW FILING

Brookside Variety Store
 Saw Filing—Mower Sharpening
 2878 Diamond Lake Rd. OR 3-1882

SAWS—SALES & SERVICE

P. C. Briggs Co.
 Homelite Chain Saws—New Mowers
 Garden Tractors—2 and 4 Cycle
 Engine Repair and Jacks
 Carl J. Peetz Chain Saw Shop
 Homelite Chain Saws—Work Guaranteed
 9 AM to 5 PM—8 AM to 5 PM Sat.
 1928 S. E. Stephens OR 3-5333

SEPTIC TANK CLEANING

Roseburg Sanitation Service
 Expert Work—Prompt Service
 Reasonable Rates—No Hidden Charges
 1900 N. E. Stephens OR 3-5356

SERVICE STATIONS

Adair's Flying A Service
 Ken Moore, Proprietor
 S. & H. Green Stamps
 438 S. E. Main OR 3-5128

SHOES—REPAIRING

Parker's Tirecap Service
 Sealing Tires—Ask Any Truck
 Why Parker's Is Best
 2325 Diamond Lake Rd. OR 3-4801

TRUCKS—DEALERS

Commercial Truck Sales, Inc.
 GMC Gas & Diesel Trucks
 Complete Parts & Repair Service
 2181 N. E. Stephens OR 3-5564

TRUCK RENTALS

Bee Hive Truck & Car Rental
 Low Rates—Investigate
 Save 10 or More
 1408 S. E. Stephens OR 3-7419

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 Preschorn
 All Wells Drilled—Domestic &
 Irrigation—State Licensed
 Rt. 3, Box 810 OR 3-4782

WELDING

Burge Welding Service
 All Welding—Welding
 North Winston OR 3-5552

WINDOW CLEANING

Totton Cleaning Service
 Windows—Walls—Floors
 P. O. Box 885 OR 3-6015

WOODWORKING

Nelson & Pyle Woodworking Co.
 Wood & Aluminum Windows
 Cabinet Work—Glass—Doors
 Purcell & Mosher OR 3-5454

LAST WEEK'S PRIZE WINNER

MRS. A. P. RADCLIFFE

Route 1 Box 552 Roseburg

Her winning line to rhyme with "Shop With This Directory" was

THESE FIRMS SHOW INTEGRITY

SAVE YOURSELF TIME AND MONEY

- PLUMBING**
John Nelson, Plumbing & Heating
 Contracting and Repairing
 1871 N. W. Dagwood OR 3-5325
- PRINTING**
M & M Printers
 If It's Printing, Call Us
 Business Forms of All Kinds
 312 S. E. Jackson OR 3-6381
- Sun Printing Co.**
 Business of Social Printing
 Rubber Stamps—Legal Supplies
 428 S. E. Main OR 3-5015
- REAL ESTATE**
Fullerton Real Estate & Insurance Agency
 All Types of General Insurance
 723 N. E. Stephens OR 3-5381
- Seitz-McTaggart**
 To Buy, Live or Sell
 "Say Hello to A Good Buy"
 1807 W. Harvard OR 3-5363
- Short Realty**
 Open Your Own Home
 606 S. E. Cass OR 3-5334
- Earl & Gladys Wiley, Realtors**
 A Good Investment Is Equal to A Lifetime of Toil
 Hotel Rose Bldg. OR 3-5462
- REFRIGERATION—COMMERCIAL**
Bergeron's Refrigeration
 Carrier Refrigeration
 Heating—Air Conditioning
 623 S. E. Sheridan OR 3-4824
- RESTAURANTS**
Harris Cafe
 Open 24 Hours Every Day
 Good Food at Fair Prices
 118 S. E. Sheridan OR 3-5055
- Moore's Cafe**
 Roseburg's Popular Downtown Restaurant
 723 S. E. Cass OR 3-5443
- North Side Cafe**
 Mr. & Mrs. Gen. E. Miller
 Special Home-Cooked Meals
 202 S. E. Jackson OR 3-5179
- Phyllis Cafe**
 Home-Made Pie and Doughnuts
 Open 8 AM to 9 PM
 240 N. E. Garden Valley Road
 Wally's Pastime
 "Where Good Friends Meet"
 "Everything in Music"
 611 S. E. Cass OR 3-4215
- ROOFERS**
Acme Roofing Co.
 All Types of Roofing and Siding
 Johnsonville Products
 506 S. E. Oak OR 3-4255
- SANITARIUMS**
Riversdale Sanitarium
 Come and See Our New Convalescent Unit
 Curry Road Near Country Club OR 3-5065
- SAND & GRAVEL**
Roseburg Sand & Gravel
 Crushed and Screened
 Plaster Sand—Top Soil
 Hwy 98 South OR 3-4886
- SAW FILING**
Brookside Variety Store
 Saw Filing—Mower Sharpening
 2878 Diamond Lake Rd. OR 3-1882
- SAWS—SALES & SERVICE**
P. C. Briggs Co.
 Homelite Chain Saws—New Mowers
 Garden Tractors—2 and 4 Cycle
 Engine Repair and Jacks
 Carl J. Peetz Chain Saw Shop
 Homelite Chain Saws—Work Guaranteed
 9 AM to 5 PM—8 AM to 5 PM Sat.
 192