

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 tie, 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 (on 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.

PAYROLL... TAXES HELP US ALL

Read the following carefully for 'AD-RIME' hints

To reverse the old saying, taxes might be called the "sheep in wolf's clothing". We shrink from his appearance but love to partake of his blessings. Taxes paid by business firms . . . on land, buildings, equipment, fixtures, merchandise . . . form a gigantic portion of all our city and county taxes, and the improvements they provide.

Local payrolls run into the millions. Actually, 40% to 60% of total income is paid out in wages by certain types of service establishments. Most of this is promptly pumped into the local economic stream. Next time you are tempted to sail off on a 'shopping spree', ask yourself this question: "Which city do I wish to benefit from the business taxes and payrolls which I pay with my trade?"

The direct fate would soon befall Our schools, our courts, our city hall, Should business firms local wherewithal for taxes;—this you can forestall. Now Sally, Jim, Rebecca, Paul— Don't let your dollars go AWOL.

USE THIS RELIABLE DIRECTORY

- AIRPORTS: Shirley's Air Service, Learn To Fly, Air Ambulance-Timber Cruising Municipal Airport OR 3-5245
Business: Bergh's Appliance, Admiral TV-RC-Whirlpool, Sored Queen Home Laundry OR 3-5203
APPLIANCES—SALES & SERVICE: Bergh's Appliance, Admiral TV-RC-Whirlpool, Sored Queen Home Laundry OR 3-5203
Kier-Croch Plumbing & Appliance, We Give Northern Stamps, Plumbing, Appliances, Refrigeration Service OR 3-5377
Umpqua Valley Appliance, Service In Our Pleasure OR 3-5374
AUTOMOBILE—BODY SHOPS: Merrill's, Your Best Center For Any Car OR 3-4837
Sid's Auto Body & Paint Shop, 21 Yrs. of Experience & Quality OR 3-1951
AUTO DEALERS—NEW: Si Dillard Motor Co., Lincoln Mercury & Service OR 3-4625
Hansen Motor Co., The Sales Leader, CHEVROLET, Oldsmobile, Buick & Service OR 3-4448
Lockwood Motors, Inc., Authorized Ford Sales & Service OR 3-4468
Pal Motors, Ltd., Oldsmobile Sales & Service OR 3-4401
Rose Motor Co., Your Chrysler-Plymouth Dealer OR 3-3222
Roseburg Motor Co., Your Friendly Buick, Cadillac and Pontiac Dealer OR 3-5051
Bill Stock Motors, Inc., De Sales-Plymouth-Dealers At Real Savings—No Gimmicks OR 3-4978
Ulrich & Son, Authorized Hudson Sales & Service OR 3-3448
AUTO RADIATOR SERVICE: United Body & Radiator, Complete Radiator Service and Exchange OR 3-1971
Walt's Radiator Shop, Complete Auto Cooling System Service OR 3-4545
AUTOMOBILE REPAIR: Percy Croft Auto Repair, Expert Tune-Up OR 3-3037
AUTO WRECKING: C & C Salvage, We Buy Scrap Metal OR 3-4830
Doyle's Sales & Service, We Buy Used Parts For Old & Late Model Cars OR 3-4148
BAKERIES: Bert's Bakery, Order Your Decorated Cakes Early OR 3-2568
Patterson's Bakery, Patterson's, Carcosh Bread, By For Mince and Mince Freshier "Tastiest Fresh" OR 3-1971
Webber's Bakery, Webber's Bakery on the Label Means Quality in the Table OR 3-4126
BANKS: Douglas County State Bank, Home-Owner-Home-Owner- Bank or Borrow From Friends OR 3-5511
BEAUTY SHOPS: Fairhaven Salon of Beauty, Service Is More Than Just a Word With Us OR 3-5187
LaVera's Beauty Salon, 15 Years in Roseburg, Evolving by appointment OR 3-4173
Miller's Beauty Salon, Complete Beauty Care OR 3-3448
Peter Pan Beauty Shop, Styling—Nails—Hair—Nails—Compliments—After Work Appointments OR 3-3244
Petite Marie Beauty Salon, For Complete Beauty Service OR 3-3891
Studio of Hair Design, Pattern Curl Permanents OR 3-2889
BEER DISTRIBUTORS: Western Distributing Co., Lushy Lager—Pilsner, C. C. Barlow Ave. OR 3-4258
BICYCLES: Al's Bike Shop, Schwinn Bikes—Cooper Klipper, Lawn Mowers—Cats and Service OR 3-4822
BOWLING: Roseburg Bowling, "Real Hot Bowling and Fun" OR 3-4585

- BRAKE SERVICE: Brent's Exchange, Reprofits Brake Lining—Specials on Some Exchange Brake Shoes OR 3-5500
Jovin Brake Supply, Wheel Balancing and Aligning—Tire Treading OR 3-5468
BUILDERS' SUPPLIES: City Lumber & Builders Supply Co., Paints—Finish Lumber—Plywood OR 3-5248
Coen Supply Co., "Everything for the Builder" OR 3-4481
Gerretsen Building Supply Co., Operation Home Improvement "36 The Year to Fix" OR 3-5248
Suiter's Building Supply, "Save at Suiter's" OR 3-2814
West Coast Building Supply Co., General Remodeling Our Specialty Financing Arranged OR 3-5614
CABINETS: City Lumber & Builders Supply Co., Custom-Built Cabinets OR 3-5248
CARPETS, RUGS, ETC.: Bob Allen Floor Covering, Donax, Milliken, Genex, Berwick, Hightstown Carpets OR 3-1981
CEMETERIES & MEMORIAL PARKS: Roseburg Memorial Gardens, Inc., Ground Interments—Cremation Burials OR 3-5087
CHILDREN'S CLOTHING: Swick's Tots To Teens, "Everything for Children" OR 3-5058
CLEANERS & DYERS: City Cleaners, Pickup and Delivery OR 3-4598
Taxes: Mills Drive-In Cleaners, 5 & W Green Stamps OR 3-3168
CONCRETE PIPE: Pre-Mix Concrete Pipe Co., Concrete Pipe—Curbs—Sewer Pipe OR 3-2094
CONCRETE—READY-MIXED: Ideal Concrete, "Concrete As You Want It When You Want It" OR 3-7445
CONFECTIONERS—WHOLESALE: Latham Wholesale Distributors, Your Local Service Jobber OR 3-3587
CONTRACTOR—BUILDING: John K. Buckwalter, Gen. Building & Remodeling OR 3-7598
CONTRACTORS—ELECTRICAL: Ridemour Electric, Immediate, Efficient Service OR 3-7383
CONTRACTORS—EXCAVATING: S. M. Crites Co., We Have The Equipment To Do The Job OR 3-7323
J. R. McAllister, Industrial, Commercial, Residential, We Do Anywhere, Anytime OR 3-7191
CONTRACTORS—GENERAL: Ivan Edwards, Maintenance—Alterations—Remodeling OR 3-7493
CONTRACTORS—MASONRY: Masonry Block Construction Co., Best J. Walls—All Types of Masonry OR 3-5471
CONTRACTORS—PAINTING: Jack Preston, Brush & Spray Residential & Commercial OR 3-4888
CONTRACTORS—PAVING: Roseburg Paving Co., Asphalt Paving Anywhere in Southern Oregon OR 3-5183
CRAFT INSTRUCTION & SUPPLIES: Lester's Toy & Hobby Shop, Leather, Copper, Figurines, Textiles OR 3-3458
DEPARTMENT STORES: Bargain House, Douglas County's Lowest Priced Department Store OR 3-5178
Miller's Department Store, The Best Place To Shop—After All OR 3-4448
FURNITURE DEALERS—NEW & USED: Harry's, "The Working Man's Store" OR 3-4411
Schroeder's Furniture Co., "We Furnish Everything for the Home But The House" OR 3-4408
LADIES APPAREL: The Style Shop, The New Look at The All-New Style Shop OR 3-3018
MEN'S & BOYS' STORES: Herman's Men's Store, There is No Substitute for Quality OR 3-7028
MEN'S CLOTHING: Len Mitchell Men's Clothes, Arrow Shirts—Fleischman Shoes OR 3-3423
MILL & LOGGING SUPPLIES: Douglas Supply Co., "As Close As Your Pumps" OR 3-4638
MOTELS: Rose-Elta Lodge, M. L. and Ruby Veatch, Owners OR 3-5558
MOTORCYCLES & BICYCLES: Beckwith Cycle Co., Harley-Davidson Sales & Service OR 3-2128
MOVING & STORAGE: Consolidated Freightways, Inc., Moving Service—Local & Nationwide OR 3-2971
MUSIC INSTRUCTION—ACCORDION: Gene Smith's Accordion Studio, Western States Accordion Festival OR 3-5231
MUSIC STORES: Graves Music & Art, Home of The Magnificent Magnavox OR 3-2313
Or-Ricketts Music Store, "Everything in Music" OR 3-2392
NIGHT CLUBS: Harlequin Supper Club, Entertainment and Dancing OR 3-4084
NURSERIES—CHILDREN—DAYS: Mother Goose Nursery, Certified All-Day Care OR 3-4381
OFFICE EQUIPMENT: Roen's Office Equipment, We Service What We Sell OR 3-5438
OILS—FUEL & HEATING: Bob Gladwill, Your Rightful Rich-Heat Distributor OR 3-4344
V. C. Lomax, Distrib., General Petroleum Corp.—Magnavox—Machinist—Machinist OR 3-2908
Jim Myers, Signal Oil Distrib., Petroleum Products for Every Need OR 3-4522
Tidewater Associated Oil Distrib., C. M. McDermott Your Flying A Credit Card in the Handout OR 3-4522
PAINT & WALLPAPER: Roseburg Color Center, Dutch Boy Paints OR 3-5187
PHOTOGRAPHERS—PORTRAIT: Photo Lab, Douglas County's Largest, Most Modern Studio & Camera Store OR 3-7081
Wilson Portrait Studio, For Mother's Day give an 8x10 Feature Tint OR 3-5443
PHOTOGRAPHY SUPPLIES: J. C. Sporting Goods & Camera Store, Roseburg's Exclusive Leica Dealer OR 3-4138
PICTURES—GIFTS—FRAMES: Allen's Pictures, Gifts & Framing, Decorative Accessories—Room Dividers OR 3-1087
MEAT MARKETS: Batman's Meat Market, Meats, 8:30 AM to 7:30 PM—Parking—Downtown Prices OR 3-5213
MEATS—WHOLESALE: Boyer Meat Co., Custom Work—Locker Meat OR 3-6325

- DRIVE-IN RESTAURANTS: Jumbo Drive-In, A Meal in Every Burger OR 3-3814
Kim's Drive-In, Fresh Chicken Daily OR 3-1281
Lloyd's Dixie Dog Drive-In, Best Burgers in Town Phone Orders Taken OR 3-5384
GARAGES: Homer M. Hughes Auto Service, Neatly and Experience OR 3-7091
Self Service Garage, Service and Self Service OR 3-1582
Union Garage, Old Time Garage in Roseburg OR 3-7228
GAS—PROPANE: California-Pacific Utilities Co., Look to the Future—Buy Gas Appliances OR 3-7328
GIFT SHOPS: The Beahive, Largest Magazine Selection in Roseburg OR 3-7027
ROSEBURG GLASS CO., Dealers, Pittsburgh & Libby-Owens Glass—For Every Purpose OR 3-2083
GROCERS—RETAIL: Keller's Grocery, "Courteous Service" OR 3-4844
Martin's Grocery, Complete Shopping Service OR 3-5048
HARDWARE & FURNITURE: South Stephens Hardware, "Hardware for Hard Work" OR 3-8187
Payrolls: Jack Fariss & Son, Your Marshall-Wells Store OR 3-3182
HEALTH FOODS: Umpqua Health Foods, Natural Living Through Natural Foods—Cleansed Stomachs OR 3-8511
HEATING & SHEET METAL: Herb's Heating & Sheet Metal, Everything in Sheet Metal OR 3-4708
HOTELS: Hotel Rose, Absolutely First-Class Linn & Stephens OR 3-5588
Hotel Umpqua, First Our Indian Room—Famous for Charcoal—Braised Steaks OR 3-4441
INSULATION: G. Curly Craig Co., Blown Insulation Metal Weather Stripping OR 3-4798
INTERIOR DECORATORS: Morgan Decorators, Fuller Paints—Wall Paper Custom Draperies—Faldors OR 3-5098
INSURANCE: Russell C. Cary, Occidental Life—Health and Accident Umpqua Hotel Lobby OR 3-2081
C. W. "Tobe" Robbins, Replications or Demerols, Life Insurance Values—Never Change OR 3-2322
Umpqua Insurance Agency, Inc., General Insurance—All Lines We Stand Between You and Loss OR 3-7198
JEWELERS: Christie's Watch Shop, Bulova Watches—Watch Repairing OR 3-1981
Weistfield's Credit Jewelry, Meet Us and Wear Diamonds OR 3-4344
KENNELS: John's Kennels, Give Your Dog a Vacation OR 3-6325

LAST WEEK'S PRIZE WINNER MRS. JOHN WILHITE RT. 1 BOX 925 ROSEBURG, OREGON Her winning line to rhyme with "Shop Nearby at Less Expense" was BUY AND SAVE WITH CONFIDENCE

SAVE YOURSELF TIME AND MONEY

- PRINTING: M & M Printers, 31 1/2 Printing, Call Us Business Forms of All Kinds OR 3-4881
Sun Printing Co., Business or Social Printing Rubber Stamps—Legal Supplies OR 3-5015
REAL ESTATE: Fullerton Real Estate & Insurance Agency, All Types of General Insurance OR 3-2881
Seitz-McTaggart, To Buy, List or Sell "See Me in a Good Day" OR 3-3083
Short Realty, "Don't Buy Your Own Home" OR 3-3584
Earl & Gladys Wiley, Realtors, A Good Investment is Equal to A Lifetime of Tail OR 3-3182
REFRIGERATION—COMMERCIAL: Bergerson's Refrigeration, Selling, Refrigeration Heating—Air Conditioning OR 3-3824
RESTAURANTS: Harris Cafe, Open 24 Hours Every Day Good Food at Fair Prices OR 3-3688
Moore's Cafe, Roseburg's Popular Downtown Restaurant OR 3-3445
North Side Cafe, Mr. & Mrs. Geo. E. Miller—Special Home-Cooked Meals OR 3-4178
Phyllis Cafe, Home-Style Pie and Doughnuts Open 8 A.M. to 4 P.M. OR 3-4178
Wally's Pastime, "Where Good Friends Meet" OR 3-8215
ROOFERS: Acme Roofing Co., All Types of Roofing and Siding OR 3-4258
SANITARIUMS: Riverside Sanitarium, Come and See Our New Convalescent Unit OR 3-5083
SAND & GRAVEL: Roseburg Sand & Gravel, Crushed and Drain Rock OR 3-4858
SAW FILING: Brookside Variety Store, Saw Filing—Mower Sharpening OR 3-1992
SAWS—SALES & SERVICE: P. C. Briggs Co., Home-Style Chain Saws—Real Mowers OR 3-3925
Carl J. Peetz Chain Saw Shop, Home-Style Chain Saws—Work Guaranteed OR 3-5323
SAW SERVICE & SUPPLY CO., Saws—Saw Blades—Saw Products OR 3-4254
SEPTIC TANK CLEANING: Roseburg Sanitation Service, Expert Work—Prompt Service OR 3-3356
SERVICE STATIONS: Adair's Flying A Service, Ken Moore, Proprietor OR 3-2728
Bates Richfield, Opposite P.O.—Weather Straps Service Here While You Shop OR 3-3645
Bob & Gene's Union Service, 7 AM to 10 PM—Expert Lubrication OR 3-8183
Ken Gilkeson Chevron Station, We Take Better Care of Your Car OR 3-7323
Art Arms Flying A Service, Savings Coupons OR 3-2836
Major Union Service, Complete Truck & Car Service OR 3-8131
Rogers Shell Service, Tune-Up—Generators Rebuilt OR 3-3378
Stubb's Richfield Service, S & H Green Stamps OR 3-2919
Wayne's Union Service, Service in Our Stations OR 3-3638
SEWING MACHINES: Nacchi-Eina Sewing Circle, Vacuum Cleaner Specialties OR 3-6325
SHEET METAL: Roseburg Sheet Metal, Linnco Parson-Pipe Heating OR 3-4888
SHOES—REPAIRING: Garden Valley Shoe Shop, Fred's Shoe Repair Quality & Service—Fair Prices OR 3-4118
SKATING RINKS: Roletta, For Family Recreation Private Lessons by Appl. OR 3-3312
SPORTING GOODS: J. C. Sporting Goods & Camera Store, Everything in Sporting Goods OR 3-4188
TAXICAB SERVICE: Roseburg Cab Co., 24 Hours Radio Dispatched We Do Anywhere—Anytime OR 3-5040
TV & RADIO SALES & SERVICE: Kluger Radio & TV, Packer-Bell & Hoffman Service to All Makes OR 3-4123
Rogers Radio & TV, Zenith & Emerson—Guaranteed Service on All Makes OR 3-4178
Snyder's Radio & TV, Expert Repairs on All Makes OR 3-2457
TV Center, Emerson—Olympic Model Furniture Bldg. OR 3-8118
TRACTOR REPAIRING: Independent Tractor Service, Quality Work Always OR 3-3388
TRAILER COURTS: Edenbower Trailer Court, Located Off Main Street OR 3-5085
TRAILER HOMES: Earl E. Smith Trailer Homes & Supplies, "Patio—Tables—Benches—Sewage Hookup OR 3-3356
TRUCK REPAIR & PARTS: Industrial Equipment Co., "Let George Do It" OR 3-3925
TIRES—DEALERS: Cardinal Tire Service, General American's No. 1 Safety Tire—Recapping OR 3-4288
TIRES—RECAPPING: Parker's Tirecap Service, Resurfacing Tires—Ask Any Tractor Shop Part or Ask Best OR 3-3811
TRUCKS—DEALERS: Commercial Truck Sales, Inc., GMC Cops & Diesel Trucks Complete Sales & Repair Service OR 3-5584
TRUCK RENTALS: Bee Hive Truck & Car Rental, Low Rates—Investigate Save 1/2 of More OR 3-7412
WALL TO WALL CARPETING: Modern Floor Covering Co., "The House of Carpets" Expert Installation—Budget Terms OR 3-4274
WATER WELL DRILLING: Earl Preschorn, 6-10-12 inch—Domestic & Irrigation—State Licensed OR 3-4792
WELDING: Barge Welding Service, All Work Guaranteed OR 3-5552
WINDOW CLEANING: Totton Cleaning Service, Windows—Walls—Floors OR 3-6315
WOODWORKING: Nelson & Pyle Woodworking Co., Wood & Aluminum Windows Cabinet Work—Glass—Doors OR 3-4344
ZIPPER: Imperial Cleaners, ZIPPER—We Fix 'em OR 3-8138