

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.

HERE YOUR DOLLAR BUYS A LOT

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 \$100.00 Grand Prize. AD-RIMES should correspond with the headline in RHYME and METER. Preference is given to lines rhyming "Local Trade." Example (do not copy):
On your home-town merchant's plot
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.

USE THIS RELIABLE DIRECTORY

AIRPORTS

Shirley's Air Service
Learn To Fly
Air Ambulance—Timber Cruising
Municipal Airport OR 3-5245

APPLIANCES—SALES & SERVICE

Bergh's Appliance
Admiral TV—RCA—Whirlpool
Sears Roebuck Home Laundry
1022 S. E. Stephens OR 3-5248 or OR 3-4203

Kier-Crooch Plumbing & Appliance
For Five Northern Stamps
Plumbing, Appliance, Refrigeration Service
526 S. E. Stephens OR 3-5377

Umpqua Valley Appliance
Service in Our Plants
648 S. E. Rose
West Central—Sutherlin—Pa. 7098

AUTOMOBILE—BODY SHOPS

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

Sid's Auto Body & Paint Shop
21 Yrs. of Experience & Quality
440 N. E. Garden Valley OR 3-1871

AUTO DEALERS—NEW

Si Dillard Motor Co.
Lincoln Mercury & Service
404 S. E. Stephens OR 3-4625

Hansen Motor Co.
The Sales Leader, CHEVROLET
Olds, Buick, Cadillac
404 S. E. Stephens OR 3-4448

Lockwood Motors, Inc.
Authorized Ford Sales & Service
721 S. E. Oak OR 3-4466

Pal Motors, Ltd.
Oldsmobile Sales & Service
570 S. E. Stephens OR 3-4481

Rose Motor Co.
Your Chrysler-Plymouth Dealer
Rose at Lane OR 3-5223

Roseburg Motor Co.
Your Friendly Buick, Cadillac and Pontiac Dealer
Rose & Washington OR 3-5651

Bill Stock Motors, Inc.
De Soto—Plymouth—Buick—DeSoto
At Paul Springs—Mc Ginnicks
1410 S. E. Stephens OR 3-4573

Ulrich & Son
Authorized Hudson Sales & Service
Automotive, Body & Fender Shop
1771 N. E. Stephens OR 3-5248

AUTO RADIATOR SERVICE

United Body & Radiator
Complete Radiator Service and Exchange
400 N. E. Garden Valley OR 3-1871

Walt's Radiator Shop
Complete Auto Cooling System Service
Cares 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 3-3037

AUTO WRECKING

C & C Salvage
We Buy Scrap Metal
Rt. 1, Box 1154 OR 3-4428

Doyle's Sales & Service
New & Used Parts for Old & Late Model Cars
1347 N. E. Walnut OR 3-4148

BAKERIES

Bert's Bakery
Homemade Bread and Specialties
824 S. E. Cass OR 2-5586

Improve

Patterson's Bakery
Patterson's Enriched Bread
By Far Miles and Miles Fresher
"Tasteful Fresh"
Weber's Bakery on the Label
Moxie Quality on the Table
327 S. E. Jackson OR 3-4126

BANKS

Douglas County State Bank
Home-Owned—Home-Operated
Bank or Borrow from Friends
Cass & Jackson OR 3-5571

BEAUTY SHOPS

Fairhaven Salon of Beauty
Service is More Than Just a Word With Us
1451 W. Harvard OR 3-5167

LaVera's Beautorium
15 Years in Roseburg
Extravagant by Appointment
728 Pacific Building OR 3-4123

Miller's Beauty Salon
Complete Beauty Care
508 S. E. Jackson OR 3-3448

Peter Pan Beauty Shop
Styling—Hair—Nails—Cosmetics—After Work Appointments
1417 S. E. Stephens OR 3-3244

Petite Marie Beauty Salon
For Complete Beauty Service
7050 N. E. Stephens OR 3-5851

Studio of Hair Design
Pattern Cuts—Permanent
829 S. E. Stephens OR 3-3889

BEER DISTRIBUTORS

Western Distributing Co.
Lucky Lager—Pabst
S. E. Burke Ave. OR 3-4256

BICYCLES

Al's Bike Shop
Schwinn Bikes—Cassell Rippers
Lawn Mowers—Lawn and Service
810 S. E. Washington OR 3-4023

BOWLING

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

BRAKE SERVICE

Brent's Exchange
Raybestos Brake Lining—Specials on Same
Exchange Brake Shoes
1484 N. E. Stephens OR 3-5508

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

BUILDERS' SUPPLIES

City Lumber & Builders Supply Co.
Plywood—Finish Lumber—Plywood
3005 N. E. Diamond Lake OR 3-5248

Coen Supply Co.
"Everything for the Builder"
Mill & Flood OR 3-4481

Gerretsen Building Supply Co.
Operation Home Improvement
"36 The Year to First"
Everything for the Builder
1738 N. E. Walnut OR 3-3674

Suiter's Building Supply
"Save at Suiter's"
1738 N. E. Walnut OR 3-3674

West Coast Building Supply Co.
Complete Remodeling Our Specialty
Financing Arranged
910 S. E. Mill OR 3-5814

CABINETS

City Lumber & Builders Supply Co.
Kitchen Cabinets
3005 N. E. Diamond Lake OR 3-5248

CARPETS, RUGS, ETC.

Bob Allen Floor Covering
Downs, Matted, Mags, Balis, Hightests
Carpet
1504 S. E. Stephens OR 3-1581

CEMETERIES & MEMORIAL PARKS

Roseburg Memorial Gardens, Inc.
Ground Interments — Cremation Burials
Edmond Trust Fund
1050 N. W. Wick OR 3-5887

CHILDREN'S CLOTHING

Swick's Tots To Teens
"Everything for Children"
822 S. E. Jackson OR 3-5858

CLEANERS & DYERS

City Cleaners
Pickup and Delivery
10 Per Cent Discount Cash & Carry
1829 Diamond Lake OR 3-4588

Mills Drive-In Cleaners
S. & H. Green Stamps
10 Per Cent Discount Cash & Carry
1485 S. E. Stephens OR 3-3186

CONCRETE PIPE

Pre-Mix Concrete Pipe Co.
Concrete Pipe—Culverts—Sewer Pipe
Salish, Pella Blocks
1050 Diamond Lake OR 3-5894

CONCRETE—READY-MIXED

Ideal Concrete
"Concrete As You Want It When You Want It"
826 W. Leukingless OR 3-7445

CONFECTIONERS—WHOLESALE

Lotham Wholesale Distributors
Your Local Service Dealer
328 N. E. Winchester OR 3-3587

CONTRACTOR—BUILDING

John K. Buckwalter
Gen. Building & Remodeling
Kitchen and Custom Cabinet Shop
OR 3-7650

CONTRACTORS—ELECTRICAL

Ridenour Electric
Insulation, Efficient Service
918 S. E. Mill OR 3-1783

CONTRACTORS—EXCAVATING

J. R. McAllister
Industrial, Commercial, Residential
We Go Anywhere, Anytime
1882 N. E. Vine OR 3-1021

CONTRACTORS—GENERAL

Ivan Edwards
Maintenance—Alterations—Remodeling
New Construction
548 W. Harrison OR 3-7493

CONTRACTORS—MASONRY

Masonry Block Construction Co.
Guilt & Half—All Types of Masonry
Block Construction
P. O. Box 184 OR 3-5471

CONTRACTORS—PAINTING

Jack Preston
Brush & Spray
Residential & Commercial OR 3-6886

CONTRACTORS—PAVING

Roseburg Paving Co.
Asphalt Paving Anywhere in Southern Oregon
308 W. Main OR 3-5183

CRAFT INSTRUCTION & SUPPLIES

Lester's Toy & Hobby Shop
Leather, Copper, Figurines, Textiles
Roses, Oil Paints, Flower Craft
Call OR 3-5458

A lot for a dollar! What sort of Real Estate promotion is this?

Does the deed cover Title Insurance? Well, every dollar spent with these business establishments insures your getting a LOT of plus values, a LOT of quality and a LOT of 'on the level' satisfaction.

And, believe it or not . . . that home-spent dollar actually does add good hard money value to the kind of LOT the Realtor sells.

Trade creates prosperity . . . builds communities . . . attracts desirable home-seekers. Fine schools and churches, civic improvements, better recreational facilities, modern stores . . . all products of improved commerce . . . definitely boost property values. Every dollar you place in local circulation represents a sound investment for every Roseburg resident.

Don't take a 'pot shot' with those spendable dollars or regretfully say: "I forgot."

Harken ye to what's what:
Those shopping dollars you've got
Should stay in our home 'pot'
Enhancing NOT another POT.

LAST WEEK'S PRIZE WINNER
JEAN RADCLIFFE
Rt. 1 Box 552 Roseburg, Oregon
Her winning line to rhyme with "Repair Service Must Be Near" was
"LOCAL MERCHANTS ARE SINCERE"

SAVE YOURSELF TIME AND MONEY

PRINTING

M & M Printers
If It's Printing, Call Us
Business Forms of All Kinds
242 S. E. Jackson OR 3-4591

Sun Printing Co.
Business or Social Printing
Rubber Stamps — Legal Supplies
429 S. E. Main OR 3-4075

REAL ESTATE

Fullerton Real Estate & Insurance Agency
All Types of General Insurance
723 N. E. Stephens OR 3-2691

Short Realty
"Own Your Own Home"
888 S. E. Cass OR 3-5534

Earl & Gladys Wiley, Realtors
A Good Investment is Equal to A Lifetime of Toil
Hotel Rose Bldg. OR 3-5482

REFRIGERATION—COMMERCIAL

Bergeron's Refrigeration
Carrier Refrigeration
Heating — Air Conditioning
823 S. E. Sheridan OR 3-6824

RESTAURANTS

Harris Cafe
Open 24 Hours Every Day
Good Food at Fair Prices
710 S. E. Sheridan OR 3-5035

Moore's Cafe
Roseburg's Popular Downtown Restaurant
725 S. E. Cass OR 3-5445

ROSEBURG

North Side Cafe
Mr. & Mrs. Geo. E. Miller
Special Home-Cooked Meals
292 S. E. Jackson OR 3-6170

Phyllis Cafe
Home-Made Pie and Doughnuts
Open 8 A.M. to 8 P.M.
240 N. E. Garden Valley Road
Wally's Pastime
"Where Good Friends Meet"
Fine Food at Wally's
811 S. E. Cass OR 3-6215

ROOFERS

Acme Roofing Co.
All Types of Roofing and Siding
John-McNelly Products
508 S. E. Oak OR 3-4235

SANITARIUMS

Riversdale Sanitarium
Come and See Our New Convalescent Unit
Curry Road Near Country Club OR 3-5585

SAND & GRAVEL

Roseburg Sand & Gravel
Complete Sand and Gravel
Plaster Sand — Top Soil
Hay 50 South OR 3-4656

SAW FILING

Brookside Variety Store
Saw Filing — Mower Sharpening
2878 Diamond Lake Blvd. OR 2-1892

SAWS—SALES & SERVICE

P. C. Briggs Co.
Home-Made Chain Saws — New Mowers
Garden Tractors — 2 and 4 Cycle
Engine Repair and Jacks

Carl J. Peetz Chain Saw Shop
Home-Made Chain Saws — Work Guaranteed
8 A.M. to 6 P.M. — 8 A.M. to 5 P.M. Sat.
1826 S. E. Stephens OR 3-5333

Sam Service & Supply Co.
Sawmills and Products
Service in Our Mobile Home
384 N. E. Channon OR 3-4234

SEPTIC TANK CLEANING

Roseburg Sanitation Service
Expert Work — Prompt Service
Reasonable Rates — No Mileage Charge
1880 N. E. Stephens OR 3-5356

SERVICE STATIONS

Adair's Flying A Service
Ken Moore, Proprietor
S. & H. Green Stamps
429 S. E. Main OR 3-6126

Bob & Gene's Union Service
7 A.M. to 10 P.M. — Expert Lubrication
Free Pick-Up & Delivery
Stephens at Washington OR 3-9155

Ken Gilkeson Chevron Station
We Take Better Care of Your Car
Lube at Stephens OR 3-7133

Art Homs Flying A Service
Service Coupons
2210 Diamond Lake OR 3-2836

Major Union Service
Complete Truck & Car Service
Business hours where service centers
1847 Diamond Lake OR 3-9131

SEWING MACHINES

Necchi-Elna Sewing Circle
Vacuum Cleaner Specialists
Parts & Service for All Makes
721 S. E. Stephens OR 3-4235

SHEET METAL

Roseburg Sheet Metal
Luncheon Room Heating
1540 N. E. Stephens OR 3-6055

SHOES—REPAIRING

Garden Valley Shoe Shop
Fred's Shoe Repair
Quality & Service — Fair Prices
267 N. W. Garden Valley

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

SKATING RINKS

Roletto
For Family Recreation
Private Lessons by Appt.
2235 Diamond Lake OR 3-3312

SPORTING GOODS

J. C. Sporting Goods & Camera Store
Everything in Sporting Goods
508 S. E. Jackson OR 3-4109

TAXICAB SERVICE

Roseburg Cab Co.
24 Hours Radio Dispatched
We Go Anywhere — Anytime
Lobby-Hotel Grand OR 3-2088

TV & RADIO SALES & SERVICE

Kluver Radio & TV
Package-Bill & Hoffman
Service to All Makes
1280 N. E. Stephens OR 3-4123

Rogers Radio & TV
Sales & Service — 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 3-2187

Douglas Tractor Co.
Allis-Chalmers Sales & Serv.
Industrial & Logging Equipment
1590 N. E. Stephens OR 3-6256

Independent Tractor Service
Quality Work Always
Nickel-Plated Batteries
2236 Diamond Lake OR 3-3388

Edenbower Trailer Court
Located Behind "Holid Station"
Right on City St. Line
1330 N. W. Hicks OR 3-5005

Earl E. Smith Trailer Homes & Supplies
Paints — Tanks — Drawings — Sewage Works
Brick Cords — Water Lines
1880 N. E. Stephens OR 3-5356

Industrial Equipment Co.
"Let Us Get It"
1220 N. E. Stephens OR 3-3229

Cardinal Tire Service
General — American No. 1
Safety Tire — Recapping
1840 N. E. Stephens OR 3-4296

Parker's Tirecap Service
Safest Tire — Any Truck
Why Parker's Are Best
2355 Diamond Lake OR 3-8391

Commercial Truck Sales, Inc.
GMC Gas & Diesel Trucks
Complete Parts & Repair Service
2181 N. E. Stephens OR 3-5584

Bee Hive Truck & Car Rental
Low Rates — Investigate
Save 10 or More
1480 S. E. Stephens OR 3-7412

Modern Floor Covering Co.
"The House of Carpets"
Expert Installation — Budget Terms
710 S. E. Oak OR 3-4274

Water Well Drilling
Earl Preschman
8-10-12 inch — Domestic & Irrigation — 5176 License
Rt. 2, Box 810 OR 3-4782

Window Cleaning
Totton Cleaning Service
Windows — Walls — Floors
P. O. Box 888 OR 3-4245

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

Zipper's
Zipper's — We Fix 'Em
410 S. E. Jackson OR 3-4232

DEPARTMENT STORES

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

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

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
1770 W. Harvard OR 3-1381

Lloyd's Dixie Dog Drive-In
Best Burgers in Town
Phone Orders Taken
421 S. E. Oak OR 3-5354

GAS—PROPANE

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

GIFT SHOPS

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

GLASS—AUTO, WINDOW, PLATE, ETC.