

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.

RODEO VISITORS WILL SOON ARRIVE

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 containing "Local Trade" (Example: (do not copy)) To Make Our Town An Active Beehive

You need buy nothing to enter the contest but to quality 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

Nothing contributes so much to pleasant, relaxed visiting as lots of leisure time. This means planning and working now so those worrisome jobs will be done well ahead of time.

We want the car shining and ticking like a fine watch. How about those new curtains and rugs . . . waxed floors . . . new paint and wallpaper . . . worn out furniture replaced or repaired . . . shrubs planted . . . silver and dishes?

Naturally we want our out-of-town guests to see why we are so proud of our home town. Sidewalks in good repair . . . neatly trimmed trees and lawns . . . dogs bathed and brushed . . . rubbish removed . . . houses painted . . . plumbing reconditioned.

The job of this Directory is to direct you to the very best people to see about all such jobs. Use their facilities, also, to stock up on the provisions and comforts which can do so much to make this year's Douglas County rodeo the happiest and smoothest ever.

USE THIS RELIABLE DIRECTORY

APPLIANCES—SALES & SERVICE

Bergh's Appliance
Refrigerators, Washers, Dryers, Stoves, Range, Dishwashers, Freezers, etc.
1922 S. E. Stephens OR 3-5338 or OR 3-5323

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

Umpqua Valley Appliance
Service Is Our Pleasure
648 S. E. Rose OR 3-5574
West Central—Sutherland—Ph. 296

AUTOMOBILE—BODY SHOPS

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

Sid's Auto Body & Paint Shop
21 Yrs. of Experience & Quality
410 N. E. Garden Valley OR 3-1971

AUTO DEALERS—NEW

Si Dillard Motor Co.
Lincoln Mercury & Service
404 S. E. Stephens OR 3-6875

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

Lockwood Motors, Inc.
Authorized Ford Sales & Service
721 S. E. Oak OR 3-4488

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

Ross Motor Co.
Your Chrysler-Plymouth Dealer
Rose at Lane OR 3-3222

It's

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

Bill Stock Motors, Inc.
We Sell—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
1771 N. E. Stephens OR 3-3548

AUTO RADIATOR SERVICE

United Body & Radiator
Complete Radiator Service and Exchange
406 N. E. Garden Valley OR 3-1971

Walt's Radiator Shop
Complete Auto Cooling System Service
Covers Available for Trucks & Cars
487 N. E. Winchester OR 3-4545

AUTOMOBILE REPAIR

Percy Croft Auto Repair
Expert Tuning-Up
414 S. E. Jackson OR 3-3637

AUTO WRECKING

C & C Salvage
We Buy Scrap Metal
Rt. 1, Box 1334 OR 3-4628

Doyle's Sales & Service
New & Used Parts for Old & Late Model Cars
1547 N. E. Walnut OR 3-4148

BAKERIES

Bert's Bakery
Homemade Bread and Specialties
824 S. E. Oak OR 3-2588

Weber's Bakery
Weber's Bakery at the Label
Means Quality on the Table
537 S. E. Jackson OR 3-4128

BANKS

Douglas County State Bank
Home-Owned—Home-Operated
Bank or Barrow from Friends
Oak & Jackson OR 3-5371

BEAUTY SHOPS

Fairhaven Salon of Beauty
Service Is More Than Just a Word With Us
1437 W. Harvard OR 3-5187

LaVera's Beauty Salon
15 Years in Roseburg
Elegance by Appointment
220 Pacific Building OR 3-4173

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

Peter Pan Beauty Shop
Styling—Waving—Merle Norman
Cosmetics—After Work Appointments
1417 S. E. Stephens OR 3-3244

Petite Marie Beauty Salon
For Complete Beauty Service
2510 N. E. Stephens OR 3-3981

Studio of Hair Design
Pattern Cuts—Permanents
927 S. E. Stephens OR 3-2889

BEER DISTRIBUTORS

Western Distributing Co.
Lucky Lager—Pabst
S. E. Burke Ave. OR 3-4258

BICYCLES

AI's Bike Shop
Schwinn Bikes—Cooper Klipper
Laws Stewarts—Sales and Service
616 S. E. Washington OR 3-4823

BOWLING

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

BRAKE SERVICE

Brent's Exchange
Rebates, Brake Lining—Specials on Some
Exchange Brake Shoes
1434 N. E. Stephens OR 3-5588

Jovin Brake Supply
Wheel Balancing and Alignment—Tire Treading
743 S. E. Pine OR 3-5488

BUILDERS' SUPPLIES

City Lumber & Builders Supply Co.
Paints—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.
Operative Home Improvement
"56 The Year to Fix"
Everything for the Builder

Suiter's Building Supply
"Save at Suiter's"
1236 N. E. Walnut OR 3-2974

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

CABINETS

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

CARPETS, RUGS, ETC.

Bob Allen Floor Covering
Downs, Melanoid, Mages, Barwick, Hightstown
Carpeting
1064 S. E. Stephens OR 3-1581

CEMETERIES & MEMORIAL PARKS

Roseburg Memorial Gardens, Inc.
Ground Interments—Cremation Burials
Endowment Trust Fund
1058 N. W. Hicks OR 3-2887

CHILDREN'S CLOTHING

Swick's Tots To Teens
"Everything for Children"
822 S. E. Jackson OR 3-3658

CLEANERS & DYERS

City Cleaners
Pickup and Delivery
10 Per Cent Discount Cash & Carry
1938 Diamond Lake OR 3-4598

Mills Drive-In Cleaners
S & H Green Stamps
10 Per Cent Discount Cash & Carry
1483 S. E. Stephens OR 3-3168

CONCRETE PIPE

Pre-Mix Concrete Pipe Co.
Concrete Pipe—Curbs—Sewer Pipe
Splash & Patio Blocks
1988 Diamond Lake OR 3-2884

CONCRETE—READY-MIXED

Ideal Concrete
"Concrete As You Want It When You Want It"
859 W. Lookingsburg OR 3-3425

CONFECTIONERS—WHOLESALE

Latham Wholesale Distributors
Your Local Service Jobber
328 N. E. Winchester OR 3-3587

CONTRACTOR—BUILDING

John K. Buckwalter
Gen. Building & Remodeling
Kitchen and Custom Cabinet Work
Chap OR 3-2823 Res. OR 3-7858

CONTRACTORS—ELECTRICAL

Ridenour Electric
Immediate, Efficient Service
918 S. E. Mill OR 3-7283

CONTRACTORS—EXCAVATING

J. R. McAllister
Industrial, Commercial, Residential
We Go Anywhere, Anytime
536 N. Main OR 3-1821

CONTRACTORS—GENERAL

Ivan Edwards
Maintenance—Alterations—Remodeling
New Construction
545 W. Harrison OR 3-7193

CONTRACTORS—MASONRY

Masonry Block Construction Co.
Gust J. Hall—All Types of Masonry
Block Construction
P. O. Box 188 OR 3-5471

CONTRACTORS—PAINTING

Jack Preston
Brush & Spray
Residential & Commercial OR 3-8888

CONTRACTORS—PAVING

Roseburg Paving Co.
Asphalt Paving—Gravel—Sodding
336 N. Main OR 3-5183

CRAFT INSTRUCTION & SUPPLIES

Lester's Toy & Hobby Shop
Lester, Cooper, Figurines, Textiles
Beats, Oil Paints, Flower Craft
Caul OR 3-5188

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
548 S. E. Jackson OR 3-4448

DRIVE-IN RESTAURANTS

Jumbo Drive-In
A Meal in Every Burger
2221 N. E. Stephens OR 3-3814

Kim's Drive-In
Fresh Chicken Daily
1270 W. Harvard OR 3-1381

Lloyd's Dixie Dog Drive-In
Best Burgers in Town
Phone Orders Taken
423 S. E. Oak OR 3-3534

DRUG STORES

H. C. Church & Son, Drugs
Hours 9 AM to 10 PM—8 to 8 Sundays
West Parking
Rose Hotel Annex OR 3-4333

West Side Pharmacy
Easy Free Parking
1445 W. Harvard OR 3-2348

EGGS—WHOLESALE

Oregon Egg Producers
332 S. E. Sykes

ELECTRIC EQUIPMENT—WHOLE & MFGS

Industrial Electric Service Company
E. E. Apparatus Agent
Equipment For All Needs
730 S. E. Stephens OR 3-6558

ELECTRIC MOTORS

State Industrial Motor Service
We Sell & Service Electric Motors
228 N. E. Winchester OR 3-4281

EQUIPMENT—SALES & RENTALS

Lansing-Oliver Tool Rentals
Garden Tractors—Mowers—Conc'r. Equip.
"You Name It—We've Got It"
1581 S. E. Stephens OR 3-6535

FIGURINES

Lewis Figurines
We Make Our Own
581 N. E. Alameda OR 3-3163

FIRE PREVENTION EQUIPMENT

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

FLOORS—SANDING, ETC.

Carlson's Floor Service
Refinishing—Laying
Old Floors—Laying New
533 Broccoli OR 3-8442

Leslie Pflaff
Sanding—Finishing—Old Floors Refinished—
Estimate Given
488 N. E. Ward OR 3-3534

FLORISTS

Lillie's Flower Shop
Flowers For All Occasions
411 N. E. Winchester OR 3-3828

FOOD DISTRIBUTORS—WHOLESALE

Oderkirk's Distr. Co.
Nailor's Products—Grandma's Cookies—
Head Hot Products
"Let's Trade At Home"
1100 N. E. Stephens OR 3-3222

FURNACE CLEANING

M. R. Duncan
Furnace Cleaning and Repairing
Sawdust Burner Parts
1184 S. E. Mill OR 3-5382

FURNITURE DEALERS—NEW

Corsten's Furniture Co.
Roseburg's Largest Furniture Store
820 S. E. Oak OR 3-4813

Curtis Bros.
Complete Home Furnishings
Purs with Ease
1108 N. E. Stephens OR 3-1888

JEWELERS

Christie's Watch Shop
Refined Watches—Watch Repairing
Watch Bands—Silverware
1138 N. E. Walnut OR 3-1881

Weistfield's Credit Jewelry
Meet Us and Wear Diamonds
600 S. E. Jackson OR 3-4244

KENNELS

Jacob's Kennels
Give Your Dog a Vacation!
Boarding by Day or Week
1705 N. E. Stephens OR 3-8293

Schroeder's Furniture Co.

"We Furnish Everything for the Home But
The House"
530 S. E. Rose OR 3-4488

FURNITURE DEALERS—NEW & USED

Harry's
"The Working Man's Store"
Bigger Savings—Better Boys
1345 N. E. Stephens OR 3-1411

GARAGES

Homer M. Hughes Auto Service
Honesty and Experience
4835 N. Stephens OR 3-7891

Self Service Garage
Service and Self Service
526 S. E. Lane OR 3-1582

Union Garage
Oldest Garage in Roseburg
230 N. E. Winchester OR 3-7328

LAUNDRIES

New Service Laundry & Dry Cleaners
Shirts Laundered and Packaged
to Perfection
508 S. E. Lane OR 3-8382 or OR 3-8288

Sno-White Quick Service Laundry
Fastest Laundry Service in Town
625 W. Ballif OR 3-4337

Self-Service Laundry
Mending Washers—Custom Dyeing
Open Monday & Wednesday Evenings
1618 S. E. Cobb OR 3-5123

LOANS

Family Finance Corp.
Home-Owned and Operated
725 S. E. Washington OR 3-3277

LOGGING EQUIPMENT & SUPPLIES

Industrial Supply Co.
Complete Line of Heavy Hardware
1928 Airport Road OR 3-9081

Kernin Equipment

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

Roseburg Forge Works

Logging Equipment Manufacturing
Blacksmithing—Steel Fabrication
283 N. E. Channon OR 3-4082

LOUNGES & RESTAURANTS

Carl's Haven
This Is The Place For The Family
810 Garden Valley Rd., Opposite
Veterans' Hospital OR 3-7785

that

Lennie's Friendly Tavern
505 N. E. Channon
51 Smorgasbord after 5 P.M.
1253 S. E. Stephens OR 3-5123

LUMBER—FRAMING & SHEETING

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

MACHINE SHOPS

Douglas Machine & Welding
Capacity for any job in the Area
1511 Diamond Lake Blvd. OR 3-3444

Keystone Machine Works
Metalizing For Building Up Worn
Shafts Without Distortion
705 N. E. Channon OR 3-4144

Simpson Iron Works
Expert Welding—Fast Service
Machine Work—Welding—Smithing
1790 N. E. Stephens OR 3-2474

MARKETS

Brookside Market
Quality Foods for Less
2810 Diamond Lake Blvd. OR 3-5873

East Side Market
Downtown Prices with Parking
2955 Diamond Lake Blvd. OR 3-5113

Garden Valley Market

Quality Meats Cut to Your Order
247 N. W. Gdn. Valley Rd. OR 3-8282

Lookingglass General Store

Convenience at Competitive Prices
Lookingglass OR 3-7395

MORRIS THRIFTY MARKET

Thrifty Shopping—Parking—Open
Every Day—Downtown Prices
1800 W. Harvard OR 3-3213

MEAT MARKETS

Boyer Meat Co.
Custom Work—Locker Meat
N. W. Gdn. Valley OR 3-8223

LADIES APPAREL

The Style Shop
The New Look at
The All-New Style Shop
815 S. E. Jackson OR 3-5815

LAPIDARY EQUIPMENT

Dorothy's Gift Shop
Ornamental Geiger Counters
Lapidary Instructions—Blank-
4835 N. Stephens OR 3-8884

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
Business or Social Printing
Rubber Stamps—Legal Supplies
428 S. E. Main OR 3-8815

MILL & LOGGING SUPPLIES

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

MOTELS

Rose-Etta Lodge
Mr. & Mrs. Geo. E. Miller
Member, Best Western—AAA Approved
1057 N. E. Stephens OR 3-5558

clean-

Beckwith Cycle Co.
Harley-Davidson Sales & Service
2328 W. Harvard OR 3-4128

MOVING & STORAGE

Consolidated Freightways, Inc.
Moving Service—Local & Nationwide
Packing—Crating—Storage
1838 N. E. Airport Rd. OR 3-2871

MUSIC INSTRUCTION—ACCORDION

Gene Smith's Accordion Studio
Enroll now for summer
beginners instruction furnished
1738 S. E. Jackson OR 3-5321

MUSIC STORES

Graves Music & Art
Home of The Magnificent
Magazines
432 S. E. Jackson OR 3-321