

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 for 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.

OUTFIT FOR A BIG VACATION

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 featuring "Local Trade." Example (do not copy):
At the best stores in the nation
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

Some visit relation—some seek relaxation
Come get information—for each situation

Fishing—boating—dancing and dining—motoring—foreign travel—visiting—photography—golfing—or just loafing. Vacation plans, though diversified, are summed up in just one word, FUN.

Whatever you need, it's here—and that's for sure. Long ago, your Directory merchants tabbed this a great vacation year. Orders were placed and the goods are now on display. Even though your vacation may call for some-

thing unusual... like a new-fangled diving harness—your accommodating local dealer will find what you want and do his level best to get it for you. There is fun in just talking about vacations. Come around—tell us your pet plans—let's exchange ideas. Then when you return come again with the pictures and the stories. Maybe we will decide on your kind of a vacation next year.

USE THIS RELIABLE DIRECTORY

APPLIANCES—SALES & SERVICE

Bergh's Appliance
Admiral, TV—BGA—Whirlpool
Spend Queen Home Laundry
1512 S. E. Stephens OR 3-4348 or OR 3-4203

Kier-Croch Plumbing & Appliance
We give Northern Stamps
Plumbing, Appliances, Refrigeration Service
329 S. E. Stephens OR 3-5377

Umpqua Valley Appliance
Service is Our Pleasure
608 S. E. Rose OR 3-5674
West Central—Sutherland—Ph. 2988

BRAKE SERVICE

Brent's Exchange
Raybestos Brake Lining—Specials on Some
Exchange Brake Shoes
1484 N. E. Stephens OR 3-5500

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

BUILDERS' SUPPLIES

City Lumber & Builders Supply Co.
Paints, Finish Lumber—Plywood
3005 N. E. Diamond Lake OR 3-5348

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

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
4th Yrs. of Experience & Quality
408 N. E. Garden Valley OR 2-1871

AUTO DEALERS—NEW

Si Dillard Motor Co.
Lincoln Mercury & Service
404 S. E. Stephens OR 3-8625

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

Lockwood Motors, Inc.
Authorized Ford Sales & Service
721 S. E. Oak OR 3-4188

Pal Motors, Ltd.
Oldsmobile Sales & Service
529 S. E. Stephens OR 3-4181

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

Roseburg Motor Co.
Your Friendly Buick, Cadillac and Pontiac
Dealer
Rose & Washington OR 3-8851

These

Bill Stock Motors, Inc.
De Soto—Plymouth—Honest Deal
At Best Savings—No Gimicks
1410 S. E. Stephens OR 3-4572

Ulrich & Son
Authorized Hudson Sales & Service
Automotive, Body & Lender Shop
1771 N. E. Stephens OR 3-3349

AUTO RADIATOR SERVICE

United Body & Radiator
Complete Radiator Service and Exchange
480 N. E. Garden Valley OR 2-1871

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

AUTOMOBILE REPAIR

Percy Craft Auto Repair
Expert Tune-Up
414 S. E. Jackson OR 3-3837

AUTO WRECKING

C & C Salvage
We Buy Scrap Metal
N. E. Box 1194 OR 3-4420

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

BAKERIES

Bert's Bakery
Home-Made Bread and Specialties
824 S. E. Oak OR 2-3588

Weber's Bakery
Weber's Bakery on the Label
Mean Quality on the Table
527 S. E. Jackson OR 3-4128

BANKS

Douglas County State Bank
Home-Owned—Home-Operated
Bank or Borrow from Friends
Cash & Service OR 3-5591

BEAUTY SHOPS

Fairhaven Salon of Beauty
Service to Men and Women
1527 W. Harvard OR 3-5167

LaVera's Beauty Salon
11 Years in Roseburg
Excellence by Appointment
220 Pacific Building OR 3-4172

Miller's Beauty Salon
Complete Beauty Care
538 S. E. Jackson OR 3-5448

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

Petite Marie Beauty Salon
For Complete Beauty Service
1887 W. Harvard OR 3-5591

Studio of Hair Design
Pattern Cut Permanent
827 E. E. Stephens OR 3-5591

BEER DISTRIBUTORS

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

BICYCLES

Al's Bike Shop
Bicycle Sales—Repairs—Kluge
Lower Woodward—Sales and Service
816 S. E. Washington OR 3-4823

BOWLING

Roseburg Bowling
"Have Fun and Win"
743 S. E. Rose Street

DEPARTMENT STORES

Bargain House
Douglas County's Lowest Priced Department
Store
672 N. E. Garden Valley OR 3-5175

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

DRIVE-IN RESTAURANTS

Jumbo Drive-In
A Meal in Every Burger
2231 N. E. Stephens OR 3-3614

Kim's Drive-In
Fresh Chicken Daily
1270 W. Harvard OR 2-1381

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

GARAGES

Self Service Garage
Service and Oil Service
538 S. E. Lane OR 2-1582

Union Garage
210 N. E. Winchester OR 3-7228

GAS—PROPANE

California-Pacific Utilities Co.
Look to the Future—Buy Gas Appliances
723 S. E. Oak OR 3-7528

GIFT SHOPS

The Beehive
Largest Merchandise Selection in Roseburg
816 S. E. Oak OR 3-1037

GLASS—AUTO, WINDOW, PLATE, ETC.

Roseburg Glass Co.
Dealers, Pittsburgh & Lissy—Glass—
for Every Purpose
237 S. E. Miller OR 3-2885

GROCERS—RETAIL

Keller's Grocery
"Supermarket Service"
1428 S. E. Main OR 3-8008

Martin's Grocery
Complete Shopping Service
1224 S. E. Birch OR 3-3843

HARDWARE & FURNITURE

South Stephens Hardware
"Hardware for Hard Work"
1212 S. E. Stephens OR 3-8183

Jack Fariss & Son
Your Marshall-Wells Store
Guaranteed Work at Fair Prices
1387 N. E. Stephens OR 3-3182

HEALTH FOODS

Umona Health Foods
Natural Living Through Natural
Foods—Closed Saturdays
2606 Diamond Lake OR 3-8112

EQUIPMENT—SALES & RENTALS

Lansing-Oliver Tool Rentals
Garden Tractors—Mowers—Contract Equip.
"You Name It—We've Got It"
1561 S. E. Stephens OR 3-6538

FIGURINES

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

FLOORS—SANDING, ETC.

Carlson's Floor Service
Refinishing—Laying
Old Floors—Laminate New
533 Birch OR 3-6412

INSULATION

G. Curly Craig Co.
Blown Insulation
Metal Weather Stripping
1572 N. W. Keston Rd. OR 3-4788

INTERIOR DECORATORS

Morgan Decorators
Finger Points—Walls—Paper
Custom Draperies—Furniture
1239 S. E. Stephens OR 3-8058

INSURANCE

Russell C. Cary
Occidental Life—Health
and Accident
Umpqua Hotel Lobby
C. W. "Toke" Robbins
Republicans or Democrats, Life
Insurance Values Never Change
Hotel Rose Lobby OR 3-3222

UMPUQA INSURANCE AGENCY, INC.

General Insurance—All Lines
We Stand Between You and Loss
629 S. E. Main OR 3-7595

FURNACE CLEANING

M. R. Duncan
Furnace Cleaning and Repairing
Sawdust Burner Parts
1184 S. E. Mill OR 3-5302

FURNITURE DEALERS—NEW

Carsten's Furniture Co.
Roseburg's Largest Furniture Store
829 S. E. Oak OR 3-4815

Curtis Bros.
Complete Home Furnishings
Park with Ease
1188 N. E. Stephens OR 3-1008

Jude's Furniture Co.
Old-Timers Know and Newcomers See Fine
Outfit Buy to Shop at Jude's
435 S. E. Jackson OR 3-5415

SCHROEDER'S FURNITURE CO.

"We Furnish Everything for the Home But
The House"
830 S. E. Rose OR 3-4408

FURNITURE DEALERS—NEW & USED

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

LAUNDRIES

New Service Laundry & Dry Cleaners
Shirts Laundered and Packaged
in Perfection
508 S. E. Lane OR 3-8282 or OR 3-8295

Sno-White Quick Service Laundry
Fastest Laundry Service in Town
S. & W. Green Stamps OR 3-8337

LAUNDRIES

Self-Service Laundry
Maytag Washers—Custom Drying
Open Monday & Wednesday Evenings
1818 S. E. Cobb OR 2-8123

LOANS

Family Finance Corp.
Home-Owned and Operated
728 S. E. Washington OR 3-5377

LOGGING EQUIPMENT & SUPPLIES

Industrial Supply Co.
Complete Line of Heavy Hardware
1928 Airport Road OR 3-8881

KERNIN EQUIPMENT

Diesel Power Units—Pumps & Pipe
Over 3,000 Wells Drilled
1811 N. E. Stephens OR 3-1358

ROSEBURG FARM WORKS

Logging Equipment Manufacturing
Refrigeration—Steel Fabrication
283 N. E. Channon OR 3-4892

LOUNGES & RESTAURANTS

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

FANNIE'S FRIENDLY TAVERN

Hot Lunches—Serving
51 Emergency After 5 P.M.
1255 S. E. Stephens St. OR 3-1037

LUMBER—FRAMING & SHEETING

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

MACHINE SHOPS

Douglas Machine & Welding
Capacity for any job in
1311 Diamond Lake Blvd. OR 3-3444

KEYSTONE MACHINE WORKS

Refrigerating for Building Up Work
Shells Without Distortion
526 N. E. Chestnut OR 3-4144

MARKETS

Brookside Market
Quality Foods for Less
2836 Diamond Lake Blvd. OR 3-5823

East Side Market
Downtown Prices with Parking
2556 Diamond Lake Blvd. OR 3-5113

GARDEN VALLEY MARKET

Quality Meats Cut to Your Order
247 N. W. Garden Valley Rd. OR 3-4882

Lookingglass General Store
Convenience at Competitive Prices
Lookingglass OR 3-1795

MORRIS THRIFTY MARKET

One-Stop Shopping—Parking—Open
Every Day—Downtown Prices
1808 W. Harvard OR 3-3885

MASONRY SUPPLIES

Chrysolite Tile Products
"There is No Economical
Substitute for Quality"
3708 N. E. Stephens OR 3-3232

JEWELERS

Christie's Watch Shop
Relieve Watches—Watch Repairing
Watch Bands—Silverware
1125 N. E. Walnut OR 2-1951

Weisfield's Credit Jewelry
Meet Us and Meet Diamonds
600 S. E. Jackson OR 3-4154

LADIES APPAREL

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

MEN'S & BOYS' STORES

Herman's Men's Store
There is No Substitute for
Quality
518 S. E. Jackson OR 3-7826

MEN'S CLOTHING

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

MILL & LOGGING SUPPLIES

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

MOTELS

Rose-Etta Lodge
M. L. and Ruby Veach, Owners
Members, Best Western—AAA Approved
1067 N. E. Stephens OR 3-5558

MOTORCYCLES & BICYCLES

Beckwith Cycle Co.
Roseburg's Popular Downtown Restaurant
725 S. E. Oak OR 3-3445

MOVING & STORAGE

Consolidated Freightways, Inc.
Moving Service—Local & Nationwide
Packing—Crating—Storage
1658 N. E. Airport Rd. OR 3-2671

MUSIC INSTRUCTION—ACCORDION

Gene Smith's Accordion Studio
Teach now for summer.
Beginners Instruments furnished
1000 S. E. Jackson OR 3-5231

MUSIC STORES

Graves Music & Art
Home of the Musician
Magnacore
412 S. E. Jackson OR 2-2513

ORT-RICKETTS MUSIC STORE

"Everything in Music"
Cash & Checks
734 S. E. Stephens OR 3-3282

NIGHT CLUBS

Harlequin Supper Club
Entertainment and Dancing
Monday thru Saturday
734 S. E. Stephens OR 3-8084

NURSERIES—CHILDREN—DAYS

Mother Goose Nursery
Certified All-Day Care \$2.00
No-the-Hour, Cuddly-Kindergarten
914 S. E. Kane OR 3-8381

OFFICE EQUIPMENT

Roen's Office Equipment
S. & H. Green Stamps
We Service What We Sell
1232 S. E. Stephens OR 3-5488

OILS—FUEL & HEATING

Bob Gladwill
Your Highfield High Heat Distrib.
728 N. W. Garden Valley Rd. OR 3-8344

V. C. LOMAX, DIST.

General Petroleum—Molokai
—Molokai—Molokai
OR 3-7886

JIM MYERS, SIGNAL OIL DIST.

Petroleum Products for Every Need
Call OR 3-8322

PAINT & WALLPAPER

Roseburg Color Center
Color by Color—12 inch
Wallpaper in Stock
431 S. E. Main OR 3-9747

PHOTOGRAPHERS—PORTRAIT

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

PHOTOGRAPHIC SUPPLIES

J. C. Sporting Goods
508 S. E. Jackson OR 3-4155

PRINTING

M & M Printers
If It's Printing, Call Us
Business Forms of All Kinds
242 S. E. Jackson OR 3-4581

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

REAL ESTATE

Fullerton Real Estate & Insurance Agency
All Types of General Insurance
723 N. E. Stephens OR 2-2851

Short Realty
"Own Your Home"
888 S. E. Oak OR 3-5324

EARL & GLADYS WILEY, REALTORS

A Good Investment is Equal to
A Lifetime of Toil
Hotel Rose Bldg. OR 3-3482

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

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