

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 (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.

HOMELY FRIENDLY LOCAL STORES

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 MEETER. Preference is given to lines booting "Local Trade." Example (do not copy) Open wide for your doors 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.

Read the following carefully for 'AD-RIME' hints

The warmth of associating with friends . . . in business and social life . . . is one of life's priceless components. Entirely apart from the Plus Values he offers, that friendly store atmosphere which the home merchant creates cannot be duplicated elsewhere. It is a genuine pleasure to transact business with folks who share our own common interests.

all of them who deal in commodities which you may need within the year. This will enable you to choose wisely those you wish to elect as your steady suppliers. ask their advice on buying problems. They will not vi-Entrust your needs to these people. Confer with them—late your confidence. You will thus acquire staunch friends who will remain so throughout the years.

He who exposes his home-town stores Never ignores their "Merit" scores.

USE THIS RELIABLE DIRECTORY

APPLIANCES—SALES & SERVICE

Bergh's Appliance Admiral TV—Hi-Fi—Whirlpool Speed Queen Home Laundry 1832 S. E. Stephens OR 3-4318 or OR 3-4293

Kier-Crooch Plumbing & Appliance We Give Northern Stamps Plumbing, Appliances, Refrigeration Service 326 S. E. Stephens OR 3-3317

Umpqua Valley Appliance service in Our Pledge 608 S. E. Rose OR 3-5374 West Central—Suburban—Ph. 2988

AUTOMOBILE—BODY SHOPS

Merrill's Your Seat Cover Center for Any Car 430 N. W. Garden Valley OR 3-4537

Sid's Auto Body & Point Shop 21 Yrs. of Experience & Quality 408 N. E. Garden Valley OR 2-1971

AUTO DEALERS—NEW

Si Dillard Motor Co. Lincoln Mercury & Service 404 S. E. Stephens OR 3-4835

Hansen Motor Co. The Sales Leader, CHEVROLET Old & New OR 3-4448

Lockwood Motors, Inc. Authorized Ford Sales & Service 721 S. E. Oak OR 3-4468

Pal Motors, Ltd. Oldsmobile Sales & Service 329 S. E. Stephens OR 3-4481

Rose Motor Co. Your Chrysler-Plymouth Dealer Here at Linn OR 3-3222

Roseburg Motor Co. Your Friendly Buick, Cadillac and Pontiac Dealer Rose & Washington OR 3-4851

Bill Stock Motors, Inc. De Sales—Plymouth—Honest Deals At Real Savings—No gimmicks 1410 S. E. Stephens OR 3-5573

Ulrich & Son Authorized Hudson Sales & Service Automobiles, Body & Fender Shop 1771 N. E. Stephens OR 3-3549

AUTO RADIATOR SERVICE

United Body & Radiator Complete Radiator Service and Exchange 488 N. E. Garden Valley OR 3-1971

Wall's Radiator Shop Complete Auto Cooling System Service Complete Auto Cooling System Service Complete 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 912 S. Rose OR 3-4426

Doyle's Sales & Service New & Used Parts for Old & Late Model Cars 1347 N. E. Walnut OR 3-4548

BAKERIES

Bert's Bakery Wholesale Bread and Specialties 824 S. E. Cass OR 3-2588

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

BANKS

Douglas County State Bank Home-Owned—Home-Operated Bank of Service from Friends Cass & Jackson OR 3-3571

BEAUTY SHOPS

Fairhaven Salon of Beauty Service is More Than Just a Word With Us 1457 W. Harvard OR 3-3167

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Miller's Beauty Salon Complete Beauty Care 338 S. E. Jackson OR 3-3448

Peter Pan Beauty Shop Styling—Waxing—Marle Norman Cosmetology—After Work Appointments 1417 S. E. Stephens OR 3-3244

Perle Marie Beauty Salon For Complete Beauty Service 1687 W. Harvard OR 3-3391

Studio of Hair Design Pattern Cut Permanent 827 S. E. Stephens OR 2-289

BICYCLES

Al's Bike Shop Schwinn Bikes—Coped Klipper Lawn Mowers—Sales and Service 816 S. E. Washington OR 3-4823

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