

Congratulations from WROV To The MERCHANTS OF ROANOKE!

For making *Greater Roanoke Days* a semi-annual event of such import that neighboring families from all Southwest Virginia have established Roanoke as their favorite shopping center! . . .

For offering and advertising high-quality merchandise; outstanding values and superior service 365 days of the year!

CONGRATULATIONS, TOO TO ROANOKE SHOPPERS!

For being wise and thrifty enough to recognize honest values when you see and hear them! . . .

For stimulating and supporting the local businesses that in turn, present, eighteen hours a day—seven days a week—of NEWS, SPORTS, MUSIC AND SPECIAL EVENTS to you over Radio Station WROV!

YOU'LL ALWAYS HEAR NEWS OF VALUES YEAR ROUND ON

WROV

AMONG THE ADVERTISERS NOW ON THE WROV SALESWAGON:

Adams Construction Company
Paul Agee Insurance
Air Lee Superette
Allens Pharmacy
Antrim Motors
Appalachian Electric Power Co.
Atlantic Greyhound Lines
Beanes Radio and TV
Blue Ridge Beverage Co.
Bob's Drive-In Restaurant
Bova Distributing Co.
Boyle-Swecker Tire Co.
Branch Carden and Co.
Bush and Hancock
Bush-Flora Shoe Co.
Carter Lumber Co.
C. Grady Cates
Certo
Sure-Jell
Concord Clothes
Concrete Ready Mix Co.
Dairy Queen Co.
Deyette Studios
S. R. Draper
Farmers Bank of Salem
Filberts Mayonnaise
First Federal Savings & Loan
First National Exchange Bank
Fuel Oil & Equip. Co.
Furniture Fair
Gills Cafe
Holden's Refrigerator Co.
Ideal Laundry

Jefferson Theater
Johnson-McReynolds
Henri Kessler
Lawrence Transier
Richard Lee & Co.
Lee Hi Drive-In
Lipes Pharmacy
Loch Haven Drive-In
C. B. Malcolm
North 11 Drive-In
O'Brien's TV Center
Paint and Wallpaper Center
Propst Childress
Queen Drive-In
Rainbo Bread
Richardson Wayland Elec. Co.
Roanoke Auto Spring Works
Roanoke City Mills
Roanoke Coca-Cola Bottling Co.
Roanoke Dist. Co.
Roanoke Loan Society
Roanoke Ready Mix Concrete
Saddlers Sweet Shop
Sam's Clothing
Schoeffer Distributing Co.
Seaboard Finance
J. G. Sheets and Son
Shenandoah Drive-In
Southern Loan Corp.
Sam Spigel
State Brake & Lub. Co.
Stanback
Steins
Sears-Robuck

Stephen Laurie
Stork Dinner Service
Torts Grill
24th St. Men's Store
Toots Drive-In Rest.
Uncle Tom's Drive-In
Valleydale Pockery
Webster Distributing Co.
Wonderland
General Foods
Quaker Oats
Ford Motor Co.
Chevrolet Motor Co.
Realemon
Pabst Brewing Co.
Swift Meat Co.
Carnation Milk
Sterling Drugs
Advance Stores
Texaco
All State Insurance Co.
State Farm Ins. Co.
Gates Pontiac
CIO
Beltone Co.
Wadrop-Price Hdwr.
Foley's TV and Appliances
Owens Plumbing & Heating Co.
Seay's Appliances
Evans Drug Store
Friskies Dog Food
Budweiser Beer
Julien's Shoes
Magic City Insulating Co.

SHOP THESE STORES FOR "GREATER ROANOKE DAYS BARGAINS" THIS WEEK

NEWS!
MUSIC!
SPORTS!

WROV

6 AM TO
MIDNITE
DIAL 1240