

### BROOKINGS-HARBOR PILOT

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DEWEY AKERS, Editor and Publisher  
GENE GOULD, Associate Editor

National Advertising Representative  
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### Horatio Alger Stories Hurt Area

Some people believe that advertising, regardless of the kind, always pays. Going on that assumption, many people of this area thrilled and pointed with pride to Jean Muirs article last year in Liberty, and to Eddy's article in American Magazine, which told of the "fabulous" fortunes made in lilies in this area.

Had such been true, absolutely, perhaps nothing should be said regarding it. However, since many lily growers have gone east since last harvest to sell lilies, these people have found out the false impressions made over the east concerning the area around Brookings and Harbor.

When Eddy's article appeared last summer in American Magazine, ye editor remarked that it was the wrong kind of advertising—that it would hurt the industry. People spoken to took exceptions — decided exceptions, saying that "all advertising" did this area much good.

Sunday, the Oregonian told about the "puctured balloon" of Brookings real estate, and coming as it did, offered no balm to those who are earnest in their endeavor to make this area, and the lily industry one of the most stable along the coast. The article, in the Oregonian, admitted that lilies will always remain a good industry, but left an impression that the area was slipping.

Because of its peculiar climate, because there is no winter here, flower raising will always be one of the leading industries of the area. The daffodils just shipped out from here prove this. Experiments of many in the area bear out this contention.

It must then be the duty of every citizen of this area, fully aware of the potentialities, be act as a committee of one to discourage such Horatio Alger stories being published, if possible. It is wonderful to hear, just the truth about the area, but too many adjectives certainly spoil any story, especially by one unaccustomed to using adjectives.

Have you done your duty to your community by helping the Chamber of Commerce in its work?

### 3 Times More Work

#### IS OUR CAPACITY NOW!

With our newly-installed equipment, we now can care for any cleaning needs of this area in much less time than we required formerly.

#### Cleaning Dyeing Alterations

3 to 4-DAY SERVICE

#### Storset's Cleaners & Dyers

We operate Our Own Plant  
New Location—Young Building—Brookings

### Campaign Aims To Cut Freight Waste

Aimed at reducing heavy economic waste by damage or loss to freight in transit, which in the United States totaled about \$95,000,000 during 1946, shippers and receivers of freight throughout Oregon will join the Regional Shippers Advisory Boards of the nation in staging the eleventh annual "Perfect Shipping" campaign, during April.

The national campaign is also sponsored by the Association of American Railroads and, according to F. C. Nelson, freight traffic manager for Southern Pacific, Portland, all carriers, receivers and shippers will intensify their efforts to improve the packing, marking, loading and handling of all classes of freight.

"With many types of merchandise still scarce," Nelson said, "this campaign is of vital importance to the entire country. All concerned must make every effort to reduce this tremendous loss to the minimum."

### Oregon Tourist Week Set By Snell

PORTLAND—"Oregon Tourist Week" by special designation of Governor Earl Snell has been set for April 13 to 19 inclusive, with its prime purpose to further inform all citizens throughout the state as to the importance of the tourist industry—its relation to the state, each community and many interesting experiments be-



By Ed and Mendy

Howdy Folks: This week we will discuss America's greatest indoor sport—BRIDGE!

The most important thing in the bridge game is to pick a good partner. Never select a partner with a one-trick mind.

Early to bid and early to raise doesn't always "make" a good bridge player.

A good bridge player is one who learns to take it on the shin.

TO THE HUSBANDS  
One of the neatest card tricks is learning how to get out of making a fourth at bridge.

During the war, the servant problem was so serious many women stopped playing bridge and started playing Bridget.

Playing a good game of bridge indicates the triumph of mind over chatter.

Our game is supplying you with plenty of gas and air—and don't forget the tires we have been advertising for the past couple weeks.

We try to do a good job of it and all you need do for convincing, is to let us try.

### CHEVRON

#### Gas Station

Station No. 5056  
Eddie Thornton and  
V. A. Mendenhall Jr.

Kimball, Oregon Advertising club, chairman of the event.

Chambers of commerce, newspapers, theatres, retail groups, tourist host school committees, radio stations, farm groups, and civic and service organizations have pledged co-operation.

"There is an estimated total of \$100,000,000 to be garnered from tourists business this year," said Tom Purcell, publisher of "Gresham Outlook," and publicity chairman for the week. "This is big business and its financial effect will be felt by every man, woman and child in the state. It is imperative that Oregonians learn to give full value to this industry. The right kind of hospitality to these visitors will bring an ever increasing flow, year after year."

E. G. Younger, area chairman, has been appointed by State

Chairman Kimball to the "Oregon Tourist Activities in every Oregonity: Locally, the chambers of commerce and all local tourist courts assist.

### Local News

Attorney Ed F. Adkins spent the last week at Siskiyou with court matters in Brookings, Monday. Mrs. Wm. Wiedeman of Los Angeles early this week celebrate with her family the arrival of her first grand baby girl. She will be three weeks.

"I want a cigar for my band."

"Fairly strong?"  
"Yes, please. The State is breaking off the last

### Engine Rebuilding Factory

Crankshaft grinding, connecting rods rebored, main bearing line boring.  
V-8 MOTOR EXCHANGE

**Woolley Engineering, Inc.**  
Rt. 2, Box 831x (Redwood Hwy) Ph. 5333  
GRANTS PASS, OREGON

### Shellubrication

For your every lubrication need, our quick, efficient service will keep your car in the best running condition. Due to dust and moisture this area imposes added wear to your motor. Lubricate every 1000 miles for safety.

All size of new tires now in stock. Don't drive on old worn-out tires!

### HAGGERTY TWIN SERVICE

Homer and Howard Haggerty

### Real Estate

Have a wide selection of various type listings

### Brookings-Harbor Area

and in many cases at a very substantially reduced price. Real Estate represents the solid, substantial and permanent investment possible.

### But See "Pete"

A Licensed Broker, before you invest!

It is important to have the transaction properly executed.

### WANTED LISTINGS

on additional desirable real estate, as many inquiries now being received from outside sources

### Pete J. Lesmeister Agency

Real Estate And Insurance  
Central Building  
Brookings, Oregon