

Along Azalea Row

By RUTH B. SMITH

*"Accuse not Nature!
She hath Done her Part;
Do thou but thine."*—Milton.

Brookings and Harbor are truly thrice-blessed with the contribution from Mother Nature in the magnificent setting she has given them, but as the saying goes, no one is ever satisfied. Here we are again trying to do something about it through the Garden Club objective for the year: "To coordinate the interests of the people in conserving and promoting the beauty of this area and to develop better gardens." Here are our proposed projects:

Ever long you will be hearing of the Garden Improvement Contest, open both to those with brand new homes or to those with existing gardens. All will be encouraged to improve their own surroundings, not only to make themselves more content but also to increase the beauty of the towns and countryside. It is probable that the contest will be launched in January or February with all gardens being judged in May and the prize winners announced and prizes awarded at the annual Flower Show held at the time of the Azalea Festival. These improvements will be an added attraction for the visitors. There is nothing obligatory about entering this contest, but can't you see the change if a lot of us followed the pattern laid down? Perhaps you'd even like to beat the start of the contest by doing some preliminary cleaning up during these beautiful fall days. There's no objection and it might ease the aching muscles to spread the hardest work over a longer period. It all sounds like fun and the results will be satisfying, too.

Closer at hand is the plan for

NORINÉ HARVEY
ACCREDITED TEACHER OF
Piano - Voice
Pipe Organ
STUDIO BROOKINGS, ORE.

MACK G. MALCOLM
General Building Contractor
COMMERCIAL — RESIDENTIAL
REMODELING

Office in Rear of Leiste Agency

PHONE 2271

ATTENTION, FISHERMEN!

*Your Success In Salmon Fishing
Is Assured When You Use*

Lucky Joe Radiant Spinner

MADE IN BROOKINGS
FOR FISHERMEN

By an Old Fishing Guide!

J. J. GALLAGHER

In the Center of Brookings, Oregon

"Where you will find everything for the fisherman"

out-door Christmas beautification this year, suggested a year ago by Mrs. Cliff Lindsoug. The boys of the Fire Department have set us a wonderful example over the years with their lovely Community tree but as the community grows older and larger, a lot more of us can help, too. Old and young love Christmas and it is not too early to start thinking in terms of simple beauty and originality on just how each family can express best the spirit of Christmas, visually, through our communities.

And there is yet a third possibility. With a new high-school plant now assured, we should look ahead to the beautification of its grounds but at the same time not forget how the addition of some trees and flowering shrubs could charmingly soften the lines of the building we now possess.

From the education of our youth will come the future citizens of our vicinity. If the citizens of now manifest a pride in the appearance of the school grounds, the children will be encouraged to do so. Were you ever irritated to see a careless child drop a gum paper or the wrappings of the recess candy bar in the wrong place? With all the beautiful and hardy native shrubs and trees available at little cost but effort, surely we can provide that effort and give the children something to admire and be proud of.

All Garden clubs have a committee called "Road-side Beautification", which not only includes beautification through properly approved plantings but also beautification through the process of elimination — of billboards or other unsightly spots along the way. Before the new and widened highway through Curry County materializes, it would be well for civic and other organizations to pull together with a plan to do away and prohibit the eye-sores. What better contribution to the beauties of the Oregon Coast, so admirably depicted in several magazines of late, could the people of this area make? Tomorrow may be too late!

"And now for the personal word!", to quote one of our commentators. There must have been a good reason why this writer protested the use of a by-line for her column and the reason appeared the first time the by-line was used (at the request of the editor). It is comfortable to hide behind anonymity when things go wrong! The first error in reporting must be corrected for no one in the world would willingly overlook so fine a person as Mrs. Elmer Hanscam even with the excuse of being out of town on meeting day. It was Viola Hanscam as Hospitality Chairman, who stood at the door and so graciously greeted the habituee and the newcomer to Garden Club circles at their meeting, and this reporter herewith extends public apology for the over-sight. Since she worked with committees, they have chairmen for both Hostesses and Hospitality, hence her confusion. Her thanks for being so understanding — just one of the virtues of the person above named.

Advertising in the Brookings-Harbor Pilot brings results.

Card of Thanks

The many cards, letters and remembrances sent me during my illness helped a great deal just when I needed it most.

MRS. ROLAND LUNDEN.

Card of Thanks

James, Agnes and Alfred Land of Brookings wish to thank the many friends who sent expressions of sympathy for the loss of baby Margaret Rose.

Brookings Harbor Pilot 3
THURSDAY, SEPT. 24, 1953

TEEN-AGE NEWS

There will be a Teen-Age club dance Friday, Sept. 25, starting at 8 in the evening, at the V.F.W. hall. Cold pop will be on sale.

Come on kids, brush up on those dance steps!
Reporters, N.C., J.S., J.A.

Reach that buyer through a Pilot Classified Advertisement.

**FOR
EXPERT
SERVICE**



**TELEVISION
OR RADIO**

**WHITE
Appliance Co.**

Phone 2891

*We issue and redeem
Gold Arrow Stamps.
Double Stamps Fridays.*

P. O. Box 1 Wharf St.

at the lowest cost
BROOKINGS, ORE.

Why Advertise?

One of our merchants the other day said this —
"Why should I advertise — I'm the only store of my type in town. Everone knows what I have — I've no need to advertise."

YOU THINK HE'S RIGHT? THEN LISTEN TO THIS:

The Association of Retail Merchants says that 47 per cent of the residents of towns under 2,000 use mail order houses, and buy 28 per cent of their hard goods in that way.

The three largest department stores on the Pacific Coast do over one-quarter of their business with-suburban, out-of-town, or mail order customers.

The small-town merchant at the present time is getting less than 50 per cent of the buying dollar of the people of his community.

Now, Why? Is it because service is better? You can beat any mail order schedule. Are prices cheaper? Not appreciably. Are the goods finer. . . they're out of the same factories. Then, why?

Because they've created a demand that you never knew existed. They brought their products to the attention of the buyer. . . and he bought, though he lived right next door to you. You'd never taken the trouble to appeal to his wants.

The small-town merchant today has as fine a shop as you'll find anywhere. His products are as good, and his prices are in line. And how many people know it?

Just the ones you take the trouble to tell . . . consistently, and regularly.

THE BROOKINGS-HARBOR PILOT