

The PILOT

BROOKINGS-HARBOR PILOT

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A DOLLAR CIRCULATES

Shop at home. From time to time that sentence is tossed out for what it's worth by various interests. Naturally, the businesses themselves have most to gain by using the slogan over and over.

The average person should be interested in weighing that phrase, and ascertaining its true worth. Why, he should ask himself, Why should I shop at home?

And there are a variety of reasons. And most of the reasons are good ones.

FIRST—You realize, of course, that the local merchant is paying taxes. He is paying taxes to send your children to school, and to build your roads, and to provide police, and fire protection. And, it follows that every dollar that he pays is a dollar that you don't pay. And more, it follows that if the business prospers, he can afford to pay more dollars in taxes.

SECOND—Your local merchant can provide service. No matter if it is an appliance, a new car, a watch or a flashlight—you can walk up to your local merchant and say—look Buster, I want it fixed! And now.

Try to get that service elsewhere. Sure it may come, but days or weeks after you need it.

THIRD—Your local merchant can be cussed at. That may seem like a strange reason for shopping at home, but it isn't. Supposing the product is inferior. It is much easier to tell the merchant so, than it is to write a letter to some impersonal firm. Further, your local merchant is more susceptible to public opinion, and is tuned to the idea that the customer is always right. He will replace the product, or he isn't a good merchant.

FOURTH—You know that the local merchant isn't out to give you a

"slicing." You know that because of the fact that he is here today—and he will be here tomorrow—trying to do business with you again. Business at home isn't a one-shot proposition. They obviously depend on repeat business.

FIFTH—The money you spend in Brookings and Harbor stays here—and circulates. It goes round and round and round again. Who knows, but what you may get it back again in a different manner. The money sent out of town is gone for good.

SIXTH—If you shop at home, and if the business prospers, and if the community prospers, you can be assured that the merchant will use a good share of his profits in bettering his inventory, and his services—and perhaps his prices. A prosperous community will see other benefits to. It may eventually lead to community improvements and recreational improvements that will make this a better place to live and work.

SEVENTH and LAST — Your businessman is your friend. You see him on the street, in the bowling alley, in your church, and your sons see his sons in school. Treat him as a friend.

But we could go on and on. We do want to say that the shoe fits on both feet, however. The local merchant has to try to improve his business and his product and service. He has to try to keep his prices competitive . . . and try religiously to do so. Without this, all that has been said before is just so much wind.

The Pilot has inaugurated a special feature, designed to encourage and to promote the idea of shopping at home. Brookings has a lot of merchants and businesses, as evidenced by the list on another page of the Pilot. Patronize them—and you will be glad you did!

THE HITTITES

A layman's story of a nation usually only barely mentioned in history has been added to the collection at the Public Library. "The Secret of the Hittites," by Ceram, is a fascinating account of comparatively recent archeologic explorations in the badlands of Turkey. Thousands of documents upon clay have been found, translated, and their texts not only update much contemporary data but set this powerful nation off as having its probable origin in what later became Europe. One of the most interesting parts of Ceram's work is that in which he describes the pains-taking work and knowledge required for the deciphering of the very ancient writings, and the paralleling of their historical annotations with those of their contemporaries, the Assyrians, Phoenicians and Egyptians. The work is illustrated. Possibly one of the best expositions of the home life among

GOLD SUIT

A suit has been filed in the U. S. Court of Appeals, San Francisco, which could have material effect on the economy of Curry County, if decided in favor of the appellants. Mrs. Gladys Laycock, of Prairie City, Oregon, through her attorneys, will claim the various orders and acts prohibiting private possession of gold is in violation of the constitution. Mrs. Laycock bases her claim on being forbidden to exploit a valuable gold deposit she inherited from her father, in Grant County.

\$15 MILLIONS DAMAGE

The state of Washington is reported, through its nurserymen's association, to have suffered at least 15 million dollars damages from the November freeze. A loss will effect the economy of the whole northwest and is of a special local interest because of losses in floral crops. The freeze also ruined many crops in Oregon, even effecting the hydrangeas, locally, probably including those in dooryards here.

ANOTHER "BURNT" CHILD

Busy shopping Mother and a busier boy helping. Mamma wanted one of those rubber scraper gadgets for cleaning

bowls and things. Sonny didn't get the drift until Mamma said, "You know, one of those things like I broke when I was spanking you with it." Sonny abandoned the hunt.

New Diaper Like B-29

For a free booklet, write Dexter Diaper Factory, Dept. N, Houston 2, Tex. Pat. \$3.95 per doz.

Wing-action goes in back, tail section in front, bomb-bay snugs up in crotch, absorbs like a sponge, stays neat as a pin, so easy to wash and dry you just buy half a supply and save.

ASK FOR DEXTER NO HOLDING DIAPER

Announcing Plymouth's \$150,000 Lucky Motor Number Sweepstakes

\$150,000 IN PRIZES

1ST PRIZE \$50,000 CASH	2ND PRIZE ALL-EXPENSE WORLD TRIP FOR 2 BY AIR plus \$5,000 cash	AND 783 OTHER BIG CASH PRIZES
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3rd prize—\$5,000
4th prize—\$2,500
5th prize—\$1,000
50 prizes of \$500
75 prizes of \$250
100 prizes of \$100
555 prizes of \$50
785 prizes in all—total of \$150,000

World's easiest contest—just go to any Plymouth dealer and register the motor number of your 1950 or newer model car (any make). That's all. Nothing to buy or guess or solve.

It's our chance to celebrate our record-breaking sales—and to make even more friends. It's your chance to win up to \$50,000 in cash—a thrilling around-the-world trip for two, plus \$5,000—or any one of 783 other big cash prizes.

That's all there is to it! There's no obligation—nothing whatever to buy or solve or rhyme. (Sure, we hope you'll look over the new jet-age Plymouth... biggest car of the low-price three... Only low-price car with Push-Button

Driving. And we hope you'll ask about Plymouth's red-hot deals.)

And it's so easy to win: You merely bring proof of ownership—for your 1950 or newer model car—to any Plymouth dealer, and copy your motor number onto the FREE entry blank. See rules.

Don't miss this chance at \$50,000 or that exciting world trip for two. Hurry in to your dealer's now. You may have a lucky motor number!

PLYMOUTH



OFFICIAL SWEEPSTAKES RULES

- Contest open to any person in U.S. or territories who owns a 1950 or newer model car, registered in his or her name prior to Jan. 17, 1956, except employees and their immediate families of Plymouth Motor Corp., Plymouth Division of Chrysler Corp., its advertising agencies, The Heusen H. Donnelly Corp., and Plymouth dealers.
- Nothing to buy or solve. Take your title, owner's card or registration certificate—any proof of ownership—to any Plymouth dealer. Register your car's motor or serial number, make and model year on the entry blank. Then slip your name, address and telephone number on the back of the entry blank. Place entry in the contest entry box.
- Winners will be selected by The Heusen H. Donnelly Corp. by blindfold drawing. 1st prize winner will be selected first—2nd prize winner, second, etc., in successive drawings. Decisions of judges final.
- All entries become the property of Plymouth Division of Chrysler Corporation and none will be returned. Plymouth and its advertising agencies will not enter into any correspondence with any contestant, except winners.
- Contest opens at beginning of dealer's business day, January 17, 1956. Entries must be placed in entry box before close of dealer's business day, March 10, 1956.
- Winners will be notified by mail by May 10, 1956. Names and addresses of winners will be posted at Plymouth dealers. Prizes awarded at Detroit, Mich.
- Second prize winner must complete around-the-world trip within two weeks, by October 31, 1956. Total cost of trip for two not to exceed \$5,000.
- Contest subject to Federal, State & Local regulations.

C. "ED" DEMPSEY

"Your Dodge - Plymouth Dealer"

Brookings

Oregon



WHICH OIL WOULD YOU CHOOSE?

Naturally, you'd take Rich-Heat every time! Rich-Heat Heating Oil burns clean. Richfield's Years-Ahead refinery removes ingredients that cause greasy, dirty, sooty burning. And, in Richfield Rich-Heat, no other oils are added, as they are in inferior grades.

Rich-Heat contains SOLARITE... a scientific additive that protects against rust and burner clogging. It even makes harmless any moisture that may condense in your storage tank or fuel lines!

Rich-Heat is the cleanest heating oil you can buy.

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ORDER TODAY FROM

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Phones: 3525 - 3563 - 3655

ED. ACKLEY WINS CASE

The Supreme Court has affirmed the decision of the Curry County Circuit Court in the case of Rock and Churchman vs. Gadberry and Campbell.

In the trial of this case, it was alleged that Gadberry and Campbell had seized and sawed up some logs belonging to the plaintiffs when they were done after Gadberry and Campbell took over the sawmill after the Nyberg Lumber Company had quit operating it. After the plaintiffs had put in their evidence, Judge King, on the motion of the defendants, dismissed the case on the grounds that Rock and Churchman had failed to prove their case. Rock and Churchman then appealed from Judge King's decision to the Supreme Court. In its decision, the Supreme Court said, "We agree with the trial court that there was no evidence that the defendants converted the logs."

Ed. F. Ackley, local attorney, represented Gadberry and Campbell before the Supreme Court.

COLD SUFFERERS

COLD discomforts yield quickly to STANBACK's prescription formula. STANBACK tablets or powders work fast to bring comforting relief from tired, sore, aching muscles, neuralgia and headaches due to colds.