

— RULES OF THE AD-RIME CONTEST —

1. Any person is eligible except members of families or employees of the Brookings-Harbor Pilot.
2. Find and write the "hidden slogan" formed from words that are marked with an asterisk (\*), 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 Brookings-Harbor Pilot office on card or coupon.
4. Brookings-Harbor Pilot will have lines impartially judged and will award \$10.00 each week for the best line and \$50.00 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 5 p.m. Tuesday. All lines must be in the Brookings-Harbor Pilot office by that date and hour.
7. In case of ties, identical prizes will be awarded to all typic contestants. The decision of the judges will be final.

# \$310 in CASH

## PRIZES—READ THE RULES

Just write an "AD-RIME" line to rhyme

COPYRIGHT R.P.R.

with the following headline

Print or plainly write the "Hidden Slogan" on next line:

Print or Plainly Write your "Ad-Rime" on the next line:

JUDGES CUT OR FOLD ON THIS LINE

Name \_\_\_\_\_ Phone No. \_\_\_\_\_  
Address \_\_\_\_\_ Occupation \_\_\_\_\_

# BROOKINGS HARBOR IS THE PLACE TO SHOP

## Read the following carefully for 'Ad-Rime' hints

Now, grab a pencil and write your Ad-Rime telling in rhyme why YOU prefer to shop locally. Get it to the Brookings-Harbor Pilot office by 5:00 p.m. Tuesday of next week. Be sure to write the "Hidden Slogan" formed by the words that are preceded by an asterisk (\*), one in each column, reading from left to right. The last word of your line must rhyme with "SHOP" and follow a similar swing and accent . . . like RIGHT HERE IS THE PLACE TO SHOP—BARGAINS ARE A BUMPER CROP. We're betting \$10.00 you can write a better one.

"Long trips are a flop" says mom: "they must stop!  
We're going to shop where merchants co-op!  
So get goin' Pop—and we'll shop where you can swap  
Those yarns with the cop at your old barber shop."

This Ad-Rime Directory, sponsored by friendly local firms, will be a regular weekly feature in the Brookings-Harbor Pilot every Thursday for the next 26 weeks. Here at a glance you see "where to buy what" and why it pays to BUY IT IN BROOKINGS. Local residents shoppers save money and get many PLUS VALUES here. A top dollar's worth for every dollar PLUS Quicker Service . . . Convenience . . . Home Delivery . . . Local Telephone . . . Ready Repairs are only a few of the very real benefits you gain by "local" over "long distance" shopping.

### USE THIS RELIABLE DIRECTORY

THE WINNER OF THE AD-RIME CONTEST WILL APPEAR IN THIS SPACE EACH WEEK.

#### ● APPLIANCE

##### WARDS GAS & APPLIANCE CENTER

*We Sell the Best and Service the Rest.*  
Gas and Electric Sales & Service  
Appliances  
T-V Installation and Repair  
Brookings Phone 2891

#### ● AUTOMOTIVE

Sales and Service  
Auto and Truck  
Wrecking

**C. "ED" DEMPSEY.**  
*Your Dodge-Plymouth Dealer!*  
Do-ge Job-Rated Trucks  
Complete Automotive Service  
Highway 101 No. — Phone 3401

**DUNNING MOTORS**  
*Your Curry County Authorized Ford-Mercury Dealer*  
Sales and Service  
Highway 101 No. — Phone 3252

**MENNE G BUIK**  
*Best Sales and Parts*  
Guaranteed Auto & Body Repair  
No. Brookings — Phone 3205

**M & C AUTO & TRUCK WRECKING**  
*Used Auto and Truck Parts*  
Used Cars  
Harbor, next to Grange Hall

#### ● BAKERIES

**GLENN'S BAKERY**  
*Fresh Bread, Pies and Cakes*  
Lighted Cakes for  
These Special Occasions  
All Baked Fresh Daily  
Next to Coos Curry Electric  
Phone 2931

**VELT'S BAKERY**  
*Breadings Baked Bread*  
In Your Grocery Store  
Decorated cakes for all occasions  
No. Brookings — Phone 3691

#### ● BEAUTY SHOPS

**MILLER'S BEAUTY SHOP**  
*Hair Cutting — Hair Tinting*  
Permanent Waving  
Hills Avenue — Phone 3154

#### ● BOWLING ALLEY

**AZALEA LANES**  
*Bowling At Its Best*  
Fun Is Good For You  
Bowling Is Fun!  
Brookings Phone 2791

#### ● BUILDING MATERIAL

**ALDRICH BUILDING SUPPLIES**  
Lu-Re-Co Home Building Panels and Trusses  
Electric and Plumbing Supplies  
Birch Kitchen Cabinets — Paint  
No. Brookings — Phone 2602

**BROOKINGS RED-E-MIX CONCRETE**  
*Suppliers of Concrete, Sand, Gravel, Excavation & Drain Tile*  
Brookings Phone 4141

**CURRY COUNTY LUMBER**  
*10 Years In Business*  
Complete Building Needs  
Brookings Phone 2201

**KERR HARDWARE and ELECTRIC**  
Hardware and Building Supplies  
Electrical Supplies  
Brookings Phone 2311

#### ● CAFES and RESTAURANTS

**101 CAFE**  
Open 5:30 to 8 p.m.  
Sundays: 7 a.m. to 6 p.m.  
Highway 101, Harbor — Ph. 3136

**CHETCO CAFE & BIG JIM'S**  
*Good Food and Cold Drinks*  
Across from the Post Office

#### OCEAN VIEW CAFE

*Home-Cooked Meals or Short Order Snacks*  
Open 5:30 a.m. to 8 p.m.  
Plenty of Free Parking  
Highway 101 No. — Phone 2534

#### WAFFLE SHOP

Open 24 Hours, 7 days a week  
Full Dinners and Short Orders  
Breakfast served 24 hours daily  
Kruger Building — Phone 2381

#### ● PHOTOGRAPHY

Cameras and Portraits

**BROOKINGS CAMERA SHOP**  
Complete Line of Cameras  
Accessories and Supplies  
Portraits—Individual or Group  
Next to the Par Store

#### ● DRY CLEANING

**CORDERMAN'S CLEANERS**  
*We Pick Up and Deliver*  
We Give S & H Green Stamps  
Across from Bowling Alley  
Phone 2905

#### CUR-DEL CLEANERS

*We Pick Up and Deliver*  
We Give S & H Green Stamps  
Chetco Ave. — Phone 2863

#### ● CLOTHING STORES

**PHILLIP'S DAD & LAD**  
*Complete Line of Men's and Lad's*  
Finest in Ladies Sport Wear  
Brookings Phone 2253

**SHEHAN'S CLOTHING**  
*Men's and Boys*  
Work, Dress and Sports Wear  
Chetco Avenue

#### ● NIGHT CLUBS

**CLIFF HOUSE**  
*American Style*  
Specializing in Dishes, Drinks, and Jaz  
Southern Style Christmas  
Chicken in the Roaster  
Brookings Phone 2921

#### ● DEPARTMENT STORES

**MOORE'S VARIETY and APPAREL SHOP**  
*Ladies' Hats and Children's Apparel*  
Dry Goods, Notions, Gifts and Costume Jewelry  
We give S & H Green Stamps  
Brookings Phone 2483

#### ● DRESS SHOPS

**EVA LEE'S DRESS SHOP**  
*"Everything for Milady"*  
Brookings Phone 4222

#### MODE O' DAY

*Dresses, Blouses, Lingerie, and Hosiery*  
Near to the Post Office

#### ● DRUG STORES

**ARRELL REXALL DRUGS**  
Prescriptions, Parker Pens  
Photographic Supplies  
Brown and Haley Candy  
Whitmans Candy  
Cosmetics and Gifts  
Brookings Phone 2881

**FRANK'S PHARMACY**  
*Prescriptions*  
Cameras, Cosmetics, Sundries.  
Open 9 a.m.-9 p.m. week days  
Open 9 a.m.-6 p.m. Sundays  
No. Brookings — Phone 4444

#### ● ELECTRICAL — TV and Radio Service

**EVANS ELECTRIC**  
Industrial & Commercial Wiring  
Radio & TV Service  
and Installations  
Spruce St. — Phone 2444

#### ● FISHING RESORT

**HEWITT'S ANCHORAGE**  
Boats, Fishing Tackle, Bait  
Guns and Ammunition  
Fishing Licenses  
*The place where sportsmen meet*  
North End of Chetco Bridge  
Phone 2401

#### ● FISH MARKETS

**CEDAR LANE CANNERY**  
Cedar Lane Sea Foods  
Fresh Fish In Season  
all kinds of fresh and shell fish  
Hy. 101, Harbor — Phone 2504

#### ● FLOOR COVERING and PAINTS

**OSTENBERG'S**  
Linoleum - Carpets - Draperies  
Wall Paper - Paints  
and Rental Equipment  
Chetco Avenue — Phone 2651

#### ● FLORISTS and GIFTS

**BROOKINGS FLOWER and GIFT SHOP**  
*Flowers For All Occasions*  
Wire service all over the world  
Gifts  
Phone 2481 — Brookings

#### ● FOUNTAIN and LUNCH

**DAIRY CREAM**  
*Southern Oregon's Finest Foods*  
No. Brookings — Phone 2603

**NEWS and SWEETS**  
*Cold Drinks, Hamburgers*  
Home-made Ice Cream  
Sandwiches and Magazines

#### ● FURNITURE

**HENDRICKS**  
*Complete Home Furnishers*  
Hot Point Appliances  
Armstrong and Pabro Linoleums  
Simmons — Sealy and  
U.S. Rubber Bedding  
Chetco Avenue — Phone 2841

#### ● FUNERAL DIRECTORS

**ROY H. BROWN**  
Licensed Funeral Director  
and Embalmer  
Hillside Avenue — Phone 2841

#### ● GARDEN and PET STORE

**BROOKINGS FEED & SEED**  
*Everything For The Garden*  
Indoor Planters — Birds  
Pet Supplies — Pottery  
Complete Line of Feed and Seed  
General Paints  
No. Brookings — Phone 3751

#### ● GENERAL MERCHANDISE

**HANSCAM'S CENTER**  
*Just About Everything In General*  
Merchandise and Appliance  
Harbor — Phone 3111 or 3112

#### ● GIFTS

**MAY'S FUN & MAGIC SHOP**  
*Gifts — Jokes — Jewelry*  
*Gifts For Everyone You Know*  
Brookings Hotel — Phone 2451

#### ● GROCERIES

**CHETCO STORE**  
Top Quality Meats  
Lowest Possible Prices  
Wide Selection of Groceries,  
Fruits, Vegetables and also  
Frozen Foods  
Phone 2411 — Brookings

**HIGHWAY MARKET**  
*A Complete Grocery Market*  
Arranged for Convenient and  
Easy Shopping and Prices to  
Fit the Budget-Wise Shopper  
No. Brookings — Phone 2608

#### ● HARDWARE

**CHETCO HOME and AUTO**  
*Sporting Goods — Appliances*  
General Hardware  
Chetco Avenue — Phone 2482

**PAR STORE — BROOKINGS HARDWARE**  
*Crosley and Hoffman TV*  
Sherwin-Williams Paints  
Jacuzzi Water Systems  
Phone 2901

**WESTERN AUTO STORE**  
*Full Line of Auto Accessories*  
Complete Line of Appliances  
Complete Furniture Department  
No. Brookings — Phone 3692

#### ● HOTELS

**BROOKINGS HOTEL**  
Steam-Heated Hotel Rooms  
Gas-Equipped Cabins  
Phone 2451

**KRUGER HOTEL & BUILDING**  
Electrically-Heated Rooms  
and Gas-Heated Rooms  
Waffle Shop — Pool Room  
Dale Smith, Accountant

#### ● INSURANCE

**ARTHUR KNOX INSURANCE AGENCY**  
*"Insurance Is Our Business"*  
No. Gate Bldg. — Phone 2211

#### ● JEWELRY

**HAROLD'S JEWELRY**  
1847 Rodgers Community  
Silverware  
Elgin and Hamilton Watches  
Diamonds and Watch Repairing

**MINCER'S JEWELRY**  
*Guaranteed Repair Work*  
*Done In Our Own Shop*  
Keepsake Diamonds  
Longines-Whittauer Watches  
Gold Avenue Stamp  
Phone 3681

#### ● LAUNDRIES

**ACACIA LAUNDROMAT**  
*Fast Efficient Service*  
1 1/2-Hour Tourist Service  
Oak Street — Phone 2991

**BROOKINGS LAUNDRY**  
*"Wash" at Hemlock — Ph. 2262*  
Quick Service — Quality Work  
Fluff Drying A Specialty  
Agency For Dry Cleaning  
We Give S & H Green Stamps

#### ● LOGGING SUPPLIES

**B & H LOGGING SUPPLY CO.**  
*Logging and Mill Supplies*  
Bethlehem Wire Rope  
Wharf St. — Phone 2781

#### ● MEATS

**JAY'S QUALITY MEATS**  
*Wholesale and Retail Meats*  
Hy. 101 North — Phone 3343

#### MUNCY'S MARKET

*Quality Meats*  
Open 7 Days A Week  
In Hi-Way Market—Phone 2608

#### ● MOTELS

**BEAVER STATE LODGE**  
*Electrically-Heated*  
Comfortable Units — Garages  
South End of Town — Ph. 2994

### SAVE YOURSELF TIME & MONEY

**CREST MOTEL**  
22 new Electrically-heated Units  
Car Ports  
Hy. 101 No. — Phone 2532

**FOUR BIDDLES MOTEL**  
*Cooking Facilities*  
Near all three fishing streams  
and the Ocean  
Mile North of California Line  
Phone 2562

#### ● OIL DISTRIBUTOR

**RICHFIELD OIL CORP.**  
*Plant on Railroad Avenue*  
Locally Owned and Operated  
Phone 3525

#### ● OFFICE SUPPLIES and MUSIC STORE

**YELTON**  
*Office Supplies — Music*  
Hobbies — Gifts  
Chetco Avenue — Phone 2823

#### ● Outboard Motors and Chain Saws

**COAST POWER SAW and EQUIPMENT COMPANY**  
*Johnson Outboard Motors*  
Hamletta Chain Saws  
Myers Water Systems  
Sales and Service  
Next to Fire Hall—Phone 2271

#### ● PLUMBING and SHEET METAL

**DUNCAN'S SHEET METAL**  
*Plumbing Service and Supplies*  
Sheet Metal Supplies & Service  
Fern Street — Phone 2351

#### ● REAL ESTATE and INSURANCE

**LEONARD REAL ESTATE AGENCY**  
*Complete Real Estate Service*  
and Insurance  
Next to Pilot Office—Phone 2341  
Evenings, Sundays, and Holidays  
Phone 2292

**PETE J. LESMEISTER AGCY.**  
*"The Agency of Dependable Service"*  
Next to Palmers — Phone 3311

#### ● SERVICE STATIONS

**BROOKINGS MOBIL SERVICE**  
*Tires — Batteries — Accessories*  
and Lubrication  
Highway 101 — Phone 2614

**DICK'S RICHFIELD SERVICE**  
*Richfield Products*  
Complete Truck and Auto  
Repair Service  
Wheel Balancing  
No. Brookings — Phone 3349

**ED and MENDY'S CHEVRON SERVICE**  
*AAA Service*  
Tune-up & Emergency Repairs  
Brake Service  
Front End Alignment  
Chetco Avenue — Phone 2871

**HART'S TEXACO SERVICE**  
*Texaco Products*  
Lubrication Service  
B. F. Goodrich Tires  
Next to C. "Ed" Dempsey  
Phone 2609

**MILT'S RICHFIELD SERVICE**  
*Complete Lube Service*  
For All Cars  
Minor Repairs  
Hy. 101 So. Harbor — Ph. 2506

**RICHMOND SHELL SERVICE**  
*Shell Lubrication*  
Firestone Tires and Batteries  
Automotive Accessories  
Chetco at Fern St. — Ph. 2273

**SWEET'S FLYING A SERVICE**  
*"We treat your car like a baby"*  
Open 7 a.m. to 9 p.m.  
Chetco at Oak — Phone 2344

#### ● SHOE STORES

**GOULD'S SHOE STORE**  
*Shoe Repairing*  
Complete Family Shoe Store  
Men, Women and Children's  
Hosiery and Accessories  
Vincent Bldg. — Phone 3682

**HOUSE OF SHOES**  
*Velvet Step Shoes for Ladies*  
Weatherbird Shoes for Children  
Jewelry and Accessories  
S & H Green Stamps  
In the Kerr Building

#### ● TIRES and RE-CAPPING

**O. K. RUBBER WELDERS**  
*Re-Cap Tires — Wheel Balancing*  
Gates and Goodrich new tires  
Chetco Avenue — Phone 2294

#### ● TRAILER SALES

**BROOKINGS TRAILER SALES**  
*Home of Eastern-Built Trailers*  
Western-made Trailers available  
On-the-spot Trailer Repairs  
Down Town Brookings

#### ● TRAILER COURTS, CABINS

**3 SISTERS TRAILER COURT**  
*Cabins and Trailer Space*  
1st Road Left past Hanscam's  
Phone 3653

**DUNCAN'S TRAILER COURT**  
*Trailer Space—Cabins by month*  
1st Road Left, past Hanscam's

**HARBOR TRAILER COURT**  
*All Modern Hook-Ups*  
Shower & Laundry Facilities  
Block off Highway 101  
1/4 Mile South of Chetco Bridge

#### ● TRUCK SALES and SERVICE

**BROOKINGS MACHINE SHOP**  
*International Trucks and*  
Heavy Duty Parts & Accessories  
Truck sales & Service  
on Center Street — Phone 2791  
Machine Shop on Pacific Avenue  
Phone 2332

#### ● VARIETY STORES

**YOUNG'S FIVE & TEN**  
*Varieties — Dry Goods*  
Largest Selection of Yard Goods  
in the area  
No. Brookings — Phone 2693

#### ● WOOD YARDS

**NICHOLS and FRETZ**  
*Mill Ends — Fireplace Wood*  
End of 6th St. off Easy Street  
Phone 3476