

— 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 tying contestants. The decision of the judges will be final.

\$310 in CASH

PRIZES—READ THE RULES

Just write an "AD-RIME" line to rhyme

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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 _____

WHY IS LOCAL TRADING BEST

USE THIS RELIABLE DIRECTORY

THE WINNER OF THE AD-RIME CONTEST WILL APPEAR IN THIS SPACE EACH WEEK.
THIS WEEK'S WINNER
BERNICE SWANSON

● 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* Dodge 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

MENNING BUICK
Buick Sales and Parts Guaranteed Auto & Body Repair No. Brookings — Phone 3205

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

● BAKERIES

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

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

● BEAUTY SHOPS

MILDRED'S BEAUTY SHOP
Hair Cutting — Hair Tinting Permanent Waving
Hillside 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
LOCAL Open 5:30 to 8 p.m. Sundays: 7 a.m. to 6 p.m. Highway 101, Harbor — Ph. 3136

CHECTO 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

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

● DRY CLEANING

CORDERMAN'S CLEANERS
We Pick Up and Deliver We Give S & H Green Stamps Across from Bowling Alley Phone 2995

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 for Dad and Lad Finest in Ladies Sport Wear Brookings Phone 2253

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

● NIGHT CLUBS

CLIFF HOUSE
American Foods Specializing in Prime Rib Au Jus Southern Fried Chicken Chicken in the Basket Brookings Phone 2921

● DEPARTMENT STORES

MOORE'S VARIETY and APPAREL SHOP
Ladies' Mens' 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 Next to the Post Office

Read the following carefully for 'Ad-Rime' hints

- THE FOLLOWING MESSAGE CONTAINS HINTS FOR WINNING AD-RIME
1. Resident Merchants understand your needs better than strangers.
 2. You save time, gas, energy, nerves, lunches and other travel costs.
 3. Lower overhead permits generally lower prices than in larger cities.
 4. Much business can be transacted by — saving time and effort.
 5. Better credit policies — geared to your family's personal situation.
 6. You get many special accommodations — cashing your pay checks, etc.
 7. Non-pressure home demonstrations — without obliging you to buy.
 8. Get your kind of merchandise — a wide variety of choice and price.
 9. Many firms give prompt free home delivery and pick-up service.
 10. Pleasant relationships — mingling with your friends and neighbors.
 11. Convenient exchange facilities — no long trips or annoying delays.
 12. Quick servicing — often times free. Repairing with personal interest.
 13. Exactly the same brands as elsewhere — same prices and much more convenience.
 14. Your trade dollars circulate locally, helping you and your community.
 15. Beats sending away by mail — you see it and feel it before you buy.
- MORE CERTAINTY OF SATISFACTION BECAUSE THE LOCAL MERCHANTS MUST KEEP YOU COMING BACK AND THEREFORE MUST SATISFY YOU. * IN

● DRUG STORES

ARRELL REXALL DRUGS
Prescriptions, Parker Pens Photographic Supplies Brown and Haley Candy Whitmans Candy Cosmetics and Gifts Chetco Avenue — Phone 2841

FRANK'S PHARMACY
Prescriptions * STORES 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 2661

● 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 Pabco 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 Appliances Harbor — Phone 3111 or 3112

● GIFTS

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

● GROCERIES

CHECTO STORE * WIN
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 Convenience and Easy Shopping and Prices to Fit the Budget-Wise Shopper No. Brookings — Phone 2608

● HARDWARE

CHECTO 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 Arrow Stamps Phone 3681

● LAUNDRIES

ACACIA LAUNDROMAT
Fast Efficient Service 1½-Hour Tourist Service Oak Street — Phone 2991

BROOKINGS LAUNDRY
Wharf 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 Homelite 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 2262

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 2314

● SHOE STORES

GOULD'S SHOE STORE * TEST
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 Agency Phone 3653

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

HARBOR TRAILER COURT
All Modern Hook-Ups Chever & Laundry Facilities 1 Block off Highway 101 ¼ 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