

— 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
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 _____

SHOP WITH THIS DIRECTORY

USE THIS RELIABLE DIRECTORY

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

THIS WEEK'S WINNER MRS. CLARENCE KEAYS

● 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
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 Cook 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

* MAKE

● BOWLING

AZALEA LANES

Bowling At Its Best
Fun Is Good For You
Bowling IS Good 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 Lumber 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

* THIS
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 Post Office

● 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, Men's 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 Maudy"
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

Newcomers to this area are always delighted with our splendid climate and the friendliness of our people. Visitors, returning after a few years' absence, express astonishment at how the old charm persists along with such remarkable growth and commercial progress.

Our spectacular development is due in great measure to the vision, faith and planned development of the business people of the area. The Brookings-Harbor area is fast becoming an important metropolitan trading center. Outstanding merchandising and Service establishments are amply equipped to serve the estimated 6,000 people in our immediate trading area.

The representative firms listed in this Directory are all ardent Brookings-Harbor boosters. They will serve you well and deserve your cooperation.

We promise ye faithfully—if need be with notary

That this Key Directory—unlocks real economy,

Quality, variety—right in this locality.

*T'would be a tragedy, you see—to flee this fine community.

● DRUG STORES

ARRELL REXALL DRUGS

Prescriptions, Parker Pens
Photographic Supplies
Brown and Haley Candy
Whitmans Candy
Cosmetics and Gifts
Phone 2881 — Brookings

FRANK'S PHARMACY

YOUR
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

● 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

● 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 — Brookings
Phone 2481

● FOUNTAIN and LUNCH

DAIRY CREAM

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

● HARDWARE

CHETCO HOME and AUTO

Sporting Goods — Appliances
General Hardware
Chetco Avenue — Phone 2482

● MEATS

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. 2564

● OIL DISTRIBUTOR

RICHFIELD OIL CORP.

Plant on Railroad Avenue
Locally Owned and Operated
Phone 3525

● SHOE STORES

GOULD'S SHOE STORE

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

● TIRE 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

● 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

● SERVICE STATIONS

BROOKINGS MOBIL SERVICE

Tires — Batteries — Accessories
and Lubrication
Highway 101 — Phone 2614

● TRUCK SALES and SERVICE

DICK'S RICHFIELD SERVICE

Richfield Products
Complete Truck and Auto
Repair Service
Wheel Balancing
No. Brookings — Phone 3319

● 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

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

● SHOE STORES

GOULD'S SHOE STORE

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

● 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

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and Insurance
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Phone 2292

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Western-made Trailers available
On-the-spot Trailer Repairs
Down Town Brookings

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