

— 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.F.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 \_\_\_\_\_

# LOCAL SHOPS DEPEND ON YOU

## USE THIS RELIABLE DIRECTORY

THE WINNER OF THE AD-RIME CONTEST WILL APPEAR IN THIS SPACE EACH WEEK.  
 THIS WEEK'S WINNER  
**JEAN McCORD**

### ● 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 Coos Curry Electric  
 Phone 2931

### ● VERN'S BAKERY

*Brookings Baked Bread In Your Grocery Store*  
 Decorated cakes for all occasions  
 No. Brookings — Phone 3691  
 LOCAL

### ● BEAUTY SHOPS

**MILDRED'S BEAUTY SHOP**  
*Hair Cutting — Hair Tinting*  
 Permanent Waving  
 Hillside Avenue — Phone 3154

### ● 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 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  
 BUSINESS

### ● 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 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

Trade dollars often show a tendency to flow in a larger stream from smaller to larger cities than in the opposite direction. A considerable portion of this "one-way traffic" is due to thoughtless impulses or failure to take a good square look at self interest. A brief analysis can improve this trade balance and help everyone—buyer and seller alike.

Sure the bigger cities invite and enjoy our trade . . . but they DO NOT DEPEND UPON IT . . . whereas the Brookings-Harbor firms definitely do. Your patronage IS and MUST BE the very life-blood of their existence. Without your trade and good will they just could not continue to exist.

Every local dollar needlessly spent in another city literally tears a big chunk out of local prosperity. Unfortunately, there is no "reciprocal trade agreement" to compensate for such losses.

Local firms moreover are equipped to care for your needs far better than those in remote places. Their merchandise values and service facilities improve in about the same ratio as your cooperation.

Whenever you need something new — or have a few things to renew, Here is your cue on what to do . . . This page review — you'll see who's who!

### ● 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

EXISTS

*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 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 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  
 MAINLY

### ● 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  
 THROUGH

### ● 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-Whitnauer Watches  
 Gold Arrow Stamps  
 Phone 3681

### ● LAUNDRIES

#### ACACIA LAUNDROMAT

*Fast Efficient Service*  
 1 1/2-Hour Tourist Service  
 Oak Street — Phone 2901

#### 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 2292

#### PETE J. LESMEISTER AGCY.

*"The Agency of Dependable Service"*  
 Next to Palmers — Phone 3311  
 FRIENDLY

### ● 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  
 COOPERATION

#### 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 Court*  
 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