

— 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 NEARBY AT LESS EXPENSE

USE THIS RELIABLE DIRECTORY

THE WINNER OF THE AD-RIME CONTEST WILL APPEAR IN THIS SPACE EACH WEEK.
 THIS WEEK'S WINNER SEE FRONT PAGE

● 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
 Guarantee! Auto & Body Repair
 No. Brookings — Phone 3205

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

● BAKERIES

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

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

● BEAUTY SHOPS

MILBRED'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 Milling 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 8 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 2995

● CUR-DEL CLEANERS

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

● 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

A certain local lady recently remarked: "Experience is sure the best teacher — but darned costly."

Seems this lady and her husband had visited with friends in Portland and while there picked up a few things. The husband (at his wife's urging) bought a fine suit of clothes at a goodstore. It was duly altered and sent to him. A defect in material was discovered. This required correspondence and resulted in an offer to exchange, mind you 300 miles away.

The lady found an upholstered piece that she "just loved" and had it sent to her—PREPAID. Shortly, the fabric split and she had it re-done by a local upholsterer. She also purchased a camera for her daughter's birthday gift, then she learned that a friend had given her exactly the same kind of camera.

After a lot of bothersome correspondence and attempted adjustments, this couple was finally obligated to make another long trip to straighten out the camera and suit business. On the furniture piece there was no adjustment.

Sometimes these "shop-woes" have to happen to some folks before they learn that it is just plain good sense ALWAYS and in ALL WAYS to transact business with neighboring merchants.

● 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
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
 * ADJUST

● 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

OSTENBERGS
 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
 COMPLAINTS

PAR STORE — BROOKINGS HARDWARE
 Crosley and Hoffman TV
 Shervin-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 3892

● 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
 11-Hour Tourist Service
 Oak Street — Phone 2991
 * PROMPTLY

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
 * AND

● 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
 * FAIRLY

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
 1 Block off Highway 101
 1/4 Mile South of Chetco Bridge

● TRUCK SALES and SERVICE

BROOKINGS MACHINE SHOP
International Trucks and
Heavy Duty Trucks and 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