

— 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 \_\_\_\_\_

# PAYROLLS - TAXES HELP US ALL

### 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  
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  
BUSINESS

#### ● 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

**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

**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 Par Store

#### ● DRY CLEANING

**CORDERMAN'S CLEANERS**  
We Pick Up and Deliver  
We Give S & H Green Stamps  
Across from Bowling Alley  
Phone 2965

**CUR-DEL CLEANERS**  
We Pick Up and Deliver  
We Give S & H Green Stamps  
Chetco Ave. — Phone 2883

#### ● 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

To reverse the old saying that Taxes might be called the "sheep in wolf's clothing." We shrink from his appearance but love to partake of his blessing. Taxes paid by business firms . . . on land, buildings, equipment, fixtures, merchandise . . . form a gigantic portion of all our city and county taxes, and the improvements they provide.

Local payrolls run into the millions. Actually, 40% to 60% of total income is paid out in wages by certain types of Service establishments. Most of this is promptly pumped into the local economic stream.

The next time you are tempted to sail off on a "shopping spree" ask yourself this question: "Which city do I wish to benefit from the business taxes and payrolls which I pay with my trade?"

The dirtiest fate would soon befall  
Our schools, our courts, our city hall,  
Should business firms lack wherewithal  
for taxes; — this you can forstall.  
Now: Sally, Jim, Rebecca, Paul —  
Don't let your dollars go AWOL.

#### ● 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

#### ● 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

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

#### ● HARDWARE

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

#### ● MEATS

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

#### ● MOTELS

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

#### ● 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-Whitnauer 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

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

#### ● 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 3349

#### ● VARIETY STORES

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

#### ● WOOD YARDS

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

### SAVE YOURSELF TIME & MONEY

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

**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

#### ● SERVICE STATIONS

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

#### ● 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

**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

#### ● TRAILER COURTS, CABINS

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

#### ● TRAILER COURTS, CABINS

**HARBOR TRAILER COURT**  
All Modern Hook-Ups  
Shower & 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