

— 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 \_\_\_\_\_

# JOIN OUR EASTER STYLE PARADE

## 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

**KERR HARDWARE and ELECTRIC**  
Hardware and Building Supplies  
Electrical Supplies  
Brookings Phone 2311

### ● 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

### ● 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

**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

Cameras and Portraits

**BROOKINGS CAMERA SHOP**  
IS  
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

### ● 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

Wake Up . . . Cheer Up . . . Freshen Up! Another vibrant Easter arrives. Now is the time to cast off the old — put on the new.

Join the promenade to Directory Stores and Shops. The fresh displays and new stylings are sure to delight you. New togs . . . of course . . . but lots of other new things, too, befitting a joyous Easter.

Many surprises await you in appliances, automobiles, accessories, hair styling, carpets, flowers and flower arrangements, furniture, paint and wallpaper, radio, television, upholstery, watches, jewelry, new clothes for all the family, and just about anything you can think of — it's time to get in tune with the freshness of the new EASTER Look and Feeling.

These newer, prettier things are guaranteed to put those old stale wornout relics in the shade. Let nothing dissuade you — you'll be well repaid.

So be not afraid — these shops to invade.

### ● DRUG STORES

**ARRELL REXALL DRUGS**  
Prescriptions, Parker Pens  
Photographic Supplies  
Brown and Haley Candy  
Whitman's Candy  
Cosmetics and Gifts  
Open from 8:30 until 6:30  
Sundays—10 until 1 p.m.  
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**  
"SPRUCE-UP TIME"  
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

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

### ● GROCERIES

**CHECTO 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

**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 3662

### ● 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 YOURSELF**  
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 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 AND**  
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

### ● 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. 2508

**RICHMOND SHELL SERVICE**  
Shell Lubrication  
Firestone Tires and Batteries  
Automotive Accessories  
Chetco at Fern St. — Ph. 2278

**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

**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 Parts & Accessories  
Truck sales & Service  
on Center Street — Phone 2791  
Machine Shop on Pacific Avenue  
Phone 2332

### ● VARIETY STORES

**YOUNG'S FIVE & TEN HOME**  
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