

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

LOCAL SELLER SERVICE FREE

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

"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

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

WHERE 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 Building Needs Brookings Phone 2201

ELECTRICAL 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

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 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 Food 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

Most of today's business transactions involve Manufacture, Sales and Service. In other words, the maker, the seller and the repair man are all of vital concern to the buyer.

Maintenance and repair facilities occupy a dominant role in modern merchandising - particularly with Electrical Appliances and Mechanical Equipment.

Before buying something far from home... whether by mail or from a so-called "discount house"... it is a wise precaution to take a good look at the Service Facts. Reputable manufacturers give an iron-clad guaranty of FREE SERVICE BY THE AUTHORIZED SELLER for a fixed time period.

Even after the warranty expires it is reasonable and natural to expect better, more interested service and lower upkeep cost from the man who made the sale or one with a local reputation for "know-how" and honest dealing.

Beware... we repeat... BEWARE of "off-brands" and "discount bargains. Too often they bring unexpected and miserable headaches. Insure your own lasting satisfaction by going to your reputable dealer... the man behind the product... as nearby as your telephone.

DRUG STORES

ARRELL REXALL DRUGS

Prescriptions, Parker Pens Photographic Supplies Brown and Haley Candy Whitmans 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 AND.

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 Pacco Linoleums Simmons Seely 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

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

MECHANICAL Full Line of Auto Accessories Complete Line of Appliances Complete Furniture Department No. Brookings - Phone 3692

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 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

MEAN 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

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 SOMETHING

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