

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

DO YOU SEEK A FAMOUS BRAND

USE THIS RELIABLE DIRECTORY

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

ALL APPLIANCE

WARDS GAS & APPLIANCE CENTER

We Sell the Best and Service the Best. 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

VERNE'S BAKERY Delicious Baked Bread Fresh Breads, Cakes, Pastries. Phone 3691

BEAUTY SHOPS MURPHY'S BEAUTY SHOP Hair Cutting - Hair Tinting Permanent Waving Highway 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 ARE

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

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 Phone 2865

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

Those old "cracker barrel days" . . . the tobacco chewing storekeeper scooping vittuals from barrels and bins . . . are long gone and forgotten.

Today . . . thanks to modern merchandising . . . we know what we want, call for it by brand name and get it in an attractive sanitary package. Much of the merchandising dispensed in local stores carries brand names that are familiar household words. Here you receive the identical, clean, fresh standard products as you would in New York, Chicago, or San Francisco. The purchase price is about the same but the FREE PLUS VALUES included in your local purchase give you a lot more for your money.

Included with each purchase are those elements of convenience, phone contact, delivery, better credit and countless others. Most important is that MAKE GOOD GUARANTEE by folks whom you know will stand squarely behind whatever they sell. How can these important things be exalted in mere money terms?

Wise and experienced shoppers always give due consideration to these PLUS features before swapping hard-earned cash for merchandise or services. This is what makes the value scale tip very heavily on the side of your local market.

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 - HERE 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 License 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

and PAINTS FLOOR COVERING

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

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 3682

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 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 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 Varieties - Dry Goods Largest Selection of Yard Goods in the area No. Brookings Phone 2693

WOOD YARDS

Nichols Wood Yard FIREPLACE PEELER CORES and GREEN ALDER Phone 3476 or 2481 Box 1219, Harbor