

- 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 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

BUY OR JUST INVESTIGATE

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 _____

USE THIS RELIABLE DIRECTORY

SEE FRONT PAGE
THIS WEEKS WINNER

● 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

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

● VISIT 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 Building 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 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

● 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

The Brookings-Harbor business houses extend a hearty welcome to the "browsers" as well as the buyers.

Accept this invitation to circulate... cultivate acquaintances... evaluate offerings... educate yourself... participate in good buys... or just wait while you meditate, cogitate and deliberate. We anticipate that you may see something to fascinate, causing you to capitulate. If fate thus decrees, none shall berate or remonstrate. All are eager to cooperate and accommodate.

The merchants in this directory will appreciate a visit, no matter whether you spend a thousand dollars, a dime, or just "drop in" to estimate and calculate so you may relate to your friends how you think they rate.

Originate an appropriate Ad-Rime that will state, stipulate or indicate why you think it pays to become an inveterate "Home Trade" advocate.

With open gate we shall await

An early date with Nate or Kate.

● 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

● 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

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 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-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 AT

● 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 Home Phone 3724

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 2378

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

TRAILER CENTER

Franchised Flamingo Dealer Highway 101 So.—Crescent City Phone 2081

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