

— 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 \_\_\_\_\_

# ADD EXPENSE TO PURCHASE TAG

### USE THIS RELIABLE DIRECTORY

SEE FRONT PAGE  
THIS WEEK'S 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 SAME  
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

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 8 p.m. Highway 101, Harbor — Ph. 3136

CHETCO CAFE & BIG JIM'S  
Good Food and Cold Drinks Brookings Phone 2891  
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  
Every business man knows that procurement and overhead forms a considerable part of merchandise cost. Thrifty retail shoppers also carefully calculate procurement costs. When travel is involved, this becomes a very important item.

Expense caused by shopping travel is hard to anticipate but is very real. When procurement expenses such as automobile mileage... bus and taxi... lunches... often extra sales tax... are added — AS THEY MUST BE — a traveling shoppers costs zoom to a high peak.

Before hitting the highway for the next "travel-buy" trip, pause to calculate and ADD the extra costs. Also, ADD to your extra costs THOSE PLUS VALUES which are sacrificed and obtained only in the home market.

You just can't transport service, convenience and that wonderfully satisfying "Personal Interest" which is pretty much an exclusive with home-town dealers.

Each mile you drag that shopping bag Will up the tag — and that's no gag.

**● 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

**● 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

**● 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 \* EXPENSE 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

**● 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-Whittnauer 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 \* BY

**● 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 SHOPPING

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 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**  
TRAILER CENTER  
Franchise Flamingo Dealer Highway 101 So.—Crescent City \* LOCALLY 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 2888

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