

— RULES OF THE AD-RHIME 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-Rhime 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-RHIME" 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-Rhime" on the next line:

JUDGES CUT OR FOLD ON THIS LINE

Name _____ Phone No. _____
Address _____ Occupation _____

HOMEY FRIENDLY LOCAL STORES

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 THESE. 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. 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. * FIRMS. 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, Men's 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-Rhime' hints

THE FOLLOWING MESSAGE CONTAINS HINTS FOR WINNING AD-RHIME

The warmth of associating with friends . . . in business and social life . . . is one of life's precious components.

Entirely apart from the PLUS VALUES he offers, that friendly store atmosphere which the home merchant creates cannot be duplicated elsewhere. It is real pleasure to transact business with folks who share our own common interest.

Visit these Directory firms often. Get acquainted with all of them who deal in commodities which you may need within the year. This will enable you to choose wisely those you wish to elect as your steady suppliers.

Entrust your needs to these people. Confer with them—ask their advice on buying problems. They will not violate your confidence. You will thus acquire staunch friends who will remain so throughout the years.

He who ignores his home-town stores
Never ignores their "Merit" scores.

● 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. No. Brookings — Phone 2608

● HARDWARE

CHETCO HOME and AUTO
Sporting Goods — Appliances. General Hardware. Chetco Avenue — Phone 2482

PAR STORE — BROOKINGS HARDWARE
* O F. 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

● 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

* THINK

● 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.

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

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 2346

● OIL DISTRIBUTOR

RICHFIELD OIL CORP.
Plant on Railroad Avenue. Locally Owned and Operated. Phone 3525

● 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. FRIENDS. Jewelry and Accessories. S & H Green Stamps. In the Kerr Building

● 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. * AS. 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

● 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 2893

● WOOD YARDS

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