

— 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 "AD-RIME" line to rhyme
Copyright R. P. R.

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 _____

A REVEALING QUESTIONNAIRE

USE THIS RELIABLE DIRECTORY

SEE FRONT PAGE
THIS WEEKS WINNER

● 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

Sale 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

HOME
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 Thinning
Permanent Waving
Hillside Avenue — Phone 411

● 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-EMIX CONCRETE

Supplier of Concrete, Sand, Gravel, Foundation and 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

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 Missy"
Brookings — Phone 4222

MODE O' DAY

Dresses, Blouses, Lingerie, and Hosiery
Next to the Post Office

● 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

EVANS ELECTRIC

Industrial & Commercial Wiring
Radio & TV Service
and Installations
Spruce St. — Phone 2444

● FISHING RESORT

HEWITT'S ANCHORAGE

Boats, Fishing Tackle, Bait

Read the following carefully

Following message contains hints for winning Ad-Rime

On YOUR sincere answers to these questions Brookings continuing prosperity very largely depends.

- Q. Where is it most convenient for me to trade?
- Q. Where are my "procurement costs" the least?
- Q. Where do my dollars do double-duty by improving my home community?
- Q. Where do I find quickest service and repairs?
- Q. Which city do I prefer to boost with my trade dollars?
- Q. Where can I use the telephone easiest and cheapest?
- Q. Where do I get free pick-up and delivery service?
- Q. Where do I get the best (and most understand) credit service?
- Q. Where do I find the best accommodations—cashing checks etc.
- Q. Where do I find merchants who are obliged to serve me better because their very existence depends upon my trade?
- Q. (a) Where is my home—best city in the land? (b) How may I best contribute to its well being and continuing prosperity?

Let us share these dollars where Deal are square—beyond compare!

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
CORRECT
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 — Brookings
Phone 2481

● 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 Paico 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

SAVE YOURSELF TIME & MONEY

1½-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

CREST MOTEL

22 new Electrically heated Units
Call Paris
Hy 101 No. — Phone 2532

FOUR BIDDLES MOTEL

Cooking Facilities
Near all three fishing streams
and the Ocean
Mile North of Astoria Lane
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
* TO

● 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 — Ph. 4411
Evenings, Sundays, and Holidays
Home Phone 4212

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 TENAXO SERVICE

Tenaxo Products
Lubrication Service
B. F. Goodrich Tires
Next to C. "Ed" Dempsey
Phone 2609

MILY'S RICHFIELD SERVICE

Complete Lube Service
For All Cars
Minor Repairs
Hy 101 So. Harbor — Ph. 2511

RICHMOND SHELL SERVICE

Shell Lubrication
Firestone Tires and Batteries
Automotive Accessories
Chetco at Fern St. — Ph. 2277

Wash your car like a baby

Open 7 a.m. to 9 p.m.
Chetco at Oak — Phone 2544

● 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 SIGES

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 2252

● 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
Phone 2653

DUNCAN'S TRAILER COURT

Trailer Space—Cabins by month
1st Road Left, past Hanscam

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 2633

● SHOPPING QUESTIONS

● WOOD YARDS

Foster & Fretz
FIREPLACE PEELER COBES
and GREEN ALDER
Phone 4411 — Box 322