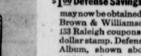
Thursday, Feb. 12, 1942

The Gold Hill News, Gold Hill, Oregon

21 Martin Berter







\$100 Defense Savings Stamps may now be obtained through Brown & Williamson. Send 133 Raleigh coupons for each dollar stamp. Defense Stamp Album, shown above, free on recuest

Plate Silverware. 26 pieces and walnut finish TRY A PACK OF RALEIGHS. They're a grand blend of 31 selected grades of choice Turkish and Domestic tobaccos-made from the more expensive, more golden colored

leaves that bring top prices at the great tobacco sales. And that coupon on the back of every pack is good in the U.S.A. for your choice of many luxury premiums. Switch to popular-priced Raleighs today and write for the premium catalog.

B & W coupons also packed with KOOL Cigarettes TUNE IN Red Skelton and Ozzie Nelson every Tuesday night, NBC Red Network

\$500 EVERY WEEK IN PRIZES WRITE A LAST LINE TO THIS JINGLE

HERE'S WHAT YOU DO

It's simple. It's fun. Just think up a last line to this jingle. Make sure it rhymes with the word "today." Write your last line of the

13(5)E

Write your last line of the jingle on the reverse side of a Raleigh package wrapper (or a facsimile thereof), sign it with your full name and address, and mail it to Brown & Williamson Tobacco Corp., P. O. Box 1799, Louisville, Kentucky, post-marked not later than midnight, February 21, 1942. February 21, 1942.

You may enter as many last lines as you wish, if they are all written on separate Raleigh package wrappers (or facsimiles). Prizes will be awarded on the

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mmy 'Eenie, meenie, mynie, mo-See your Raleigh coupons grow! Buy a pack or two today-

h originality and aptness of the line you write. Judges' decisions must be accepted as final. In case of ties, duplicate prizes will be awarded. Winners will be notified by mail. Anyone may enter (except employees of Brown & Williamson Tobacco Corp., their advertising agents, or their families). All entries and ideas therein become the prop-erty of Brown & Williamson Tobacco

Corporation.

HERE'S WHAT YOU WIN

You have 133 chances to win. If you send in more than one entry, your chances of winning will be that much better. Don't delay. Start thinking right now.

First prize . . . \$100.00 cash Second prize . . . 50.00 cash Third prize. . . . 25.00 cash 5 prizes of \$10.00 . 50.00 cash 25 prizes of \$5.00 . 125.00 cash 100 prizes of a carton of Raleighs . . . 150.00

\$500.00 **133 PRIZES**

UP TO YOU TO JUDGE IT'S

Q Most large organizations today have skilled men whose job it is to create a public opinion favorable to the organization and its products. This is known as the contion of good will — one of the most necessary in-gredients in business.

Q But the peculiar thing about good will is that it only comes to those who deserve it. In other words, asking the public for good will is nt enough: the business must be worthy of that good will through giving good service, through selling good merchandise, through aining fair prices.

Q One of the chief services of advertising to you as a consumer has been in pointing out the many facturers and merchants who deserve your good will. It has done this by telling you the story of their goods and their policies - and then letting you judge for yourself if they are worthy of your support.

Q Advertising shows you exactly where you can buy, with perfect assurance that here you will find a man who is worthy, a product which is honest, a price which is right.

Machinery of the terracing program is simply operated, Vance said in explaining that county AAA committees set a reasonable price for terracing easier farms of the county through offers made by co-operating contractors. Once the fair price for a county is de-termined, farmers get bids for

their farms from the contractors, take the offer they like best and get their terracing done. It goes without saying that prices of terracing will vary by farms. Establishing a reasonable price for a county will serve as a yardstick for measuring costs of easier and more difficult jobs. When terracing has been completed and checked by county AAA officers for specified requirements under the farm program, contractors are paid by the AAA and charges later deducted from farmers' conservation payments.

Needs of Soil

More food can be produced for immediate war-time needs and agriculture can be placed on a firmer footing for the future if farmers will follow a few basic soil building principles, according to an agricultural bulletin.

"One of the first essentials," says the bulletin, "is for the farmer to find out what are the nutritional requirements of his soil. Since soils and crops vary in different geographical sections, the farmer's best procedure is to enlist the co-operation of agronomists of his state agricultural experiment station or of his county agent.

"By analyzing a sample of the farmer's soil and determining its needs for nitrogen, phosphorus and potash, these experts can provide valuable information to guide the farmer in selecting the correct analysis of fertilizer. They will likewise suggest the amount to use."

More Eggs, Dairy Products Uncle Sam is asking for increased production of eggs, dairy products, and pork products. Next year, for example, American hens are called on to lay 4,300,000,000 more eggs. Although poultry flocks are increased, production per layer will have to rise to new heights. Hen house lights step up production as much as four or five eggs a month during the winter.

Even the poultry are asked to pitch in and do their necessary bit.

A pinch of salt added to very sour fruits while cooking will greatly reduce the quantity of sugar needed to sweeten them.

Applesauce and cranberries make a delicious combination to serve with roast pork.

Why We Boast

If clothes are well hung after Boasting is but an art our fears laundering, ironing will be easier. to blind .- Homer.



Beyond in Evil He who imitates what is evil who imitates what is good always always goes beyond the example falls short .- Gicciardini.

