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JUST KIDS——His First Love.



## Fresh Roasted Coff

Wholesale and Retail
GUARANTEED HIGH QUALITY PURE COFFEE

## U. S. Blend

SUNSHIN
FOR SALE BY LOCAL MERCHANTS
The grind is important, come in and let us ta
ROSWELL COFFEE COMPAN
DAN C. SAVAGE, Proprietor
414/2 N. MAIN STREET

## The World--and Service

In today's complex world, more and more is the ideal of honest service coming to be recognized as the only thing worth while.

Ask others about their business relationships with us, and you will find a more accurate indication of our mo-
tivating thought . . . the desire to help
THE FIRST NATIONAL BAN
Hagerman, New Mexico SECURITY-SERVICE
"The Friendly Store on the Busy Corne MAKES IT A POLICY TO PLEASE YOU Courtesy and Service are linked with Honesty our business dealings
BAILEY'S CASH STORE DEXTER, N. M.

## Hot Plate Lunch

## Served from 11:30 to 12:30

Toasted Sandwiches are served at all hour Ask for Kipling's Ice Cream at Teed's Confect ery and the McAdoo Drug Store.

## KIPLING'S CONFECTIONERY. I

 WerfeVGes lately

## Will it come to this?

0N November 4, the voters of New Mexico will be called upon to express their approval or disapproval of the tobacco tax recently passed by the State Legislature.
Frankly speaking, this is just another "nuisance tax"-justifiable, perhaps, in a war emergency, but now merely another burden.

The State naturally needs money - all states do-but why pick on the poor smoker?

There is no more reason for a tobacco tax than there is for a local tax on patent medicines, candies, soft drinks, or canned goods. So watch your step, voters - there's no telling where it will stop!

IN New Mexico the tobacco tax calls for a state stamp of two cents on a package of twenty cigarettes, one cent on a five-cent cigar, and various rates on all other tobacco products-and this in addition to the tax now paid to the Federal Government.

In plain language, such a tax is beyond all reason.

No other commodity, necessity or luxury is so taxed.

Why single out tobacco?
Most other taxes are based on wealth and income - this one is not. It is a daily tax on you because you smoke.

Smokers, are you going to allow yourselves to become tax victims and be penalized day after day for the privilege of smoking?

## PILING IT ON THICK

Perhaps you don't know it, but you are already paying a whacking big tribute to the Government SIX CENTS on every twenty cigarettes.

The highest rate of tax in history is piled onto the poor man's best friend, his best-loved luxury -sometimes his only luxury.

Yet the state now proposes to pile its own tobacco tax on top of the big tax you pay to Uncle Sam.

Do you want this bill to pass?

Do you want to pay a double tax on your smokes? Is it fair to load this extra burden on smokers?

## WHY TWO TAXES?

No fair-minded man objects to paying his fair share of expense, whether Federal, State, or local.

But why should he pay TWICE, just because he is a SMOKER?

Isn't this too much of a tax on their proverbial good-nature? Is there any logical basis for such discrimination against smokers?

## WHAT TO DO ABOUT IT

It is up to you, Mr. Smoker. If you sit back and wait for someone else to protect your rights and your pocketbook, and if every smoker does the same, this law may become permanent.

But if enough tobacco users will register their votes against this unjust and discriminatory tax measure it can and will be defeated.

Go to the polls and vote NO!
new mexico tobacco dealers' ass'n.
Mark ballot thus to vote NO:




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PAINT

## Fresh Roasted Coff

Wholesale and Retail
GUARANTEED HIGH QUALITY PURE COFFEE

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new mexico tobacco dealers' ass'n.
Mark ballot thus to vote NO:


1930 STATE TAXES ARE S272,610 LESS THAN IN 1929--SAYS JOERNS


THINGS THAT REVER HAPPEN


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Roswell, New Mexico

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