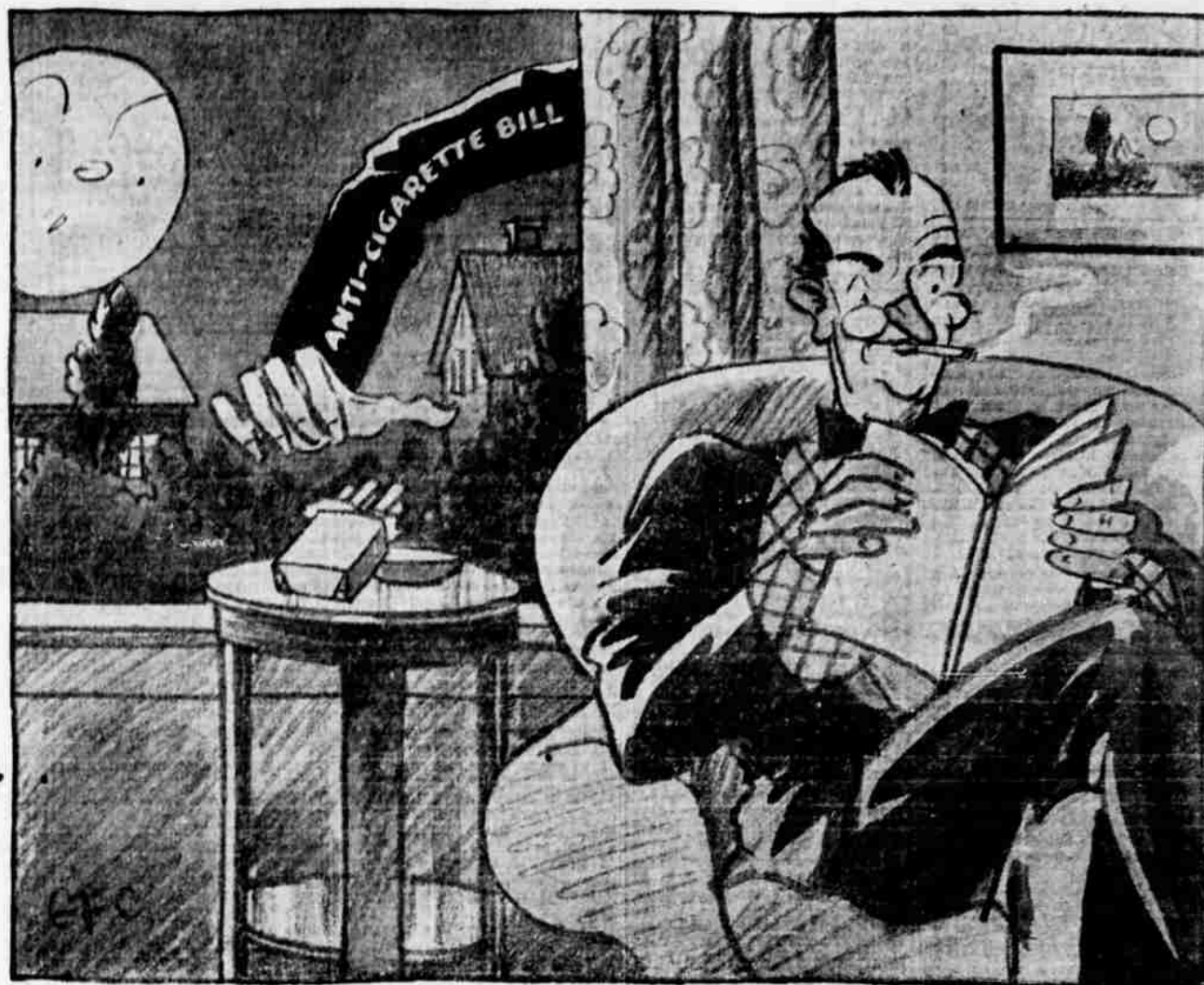


Watch Out, Mr. Smoker!



SENTIMENT in every corner of the country shows more and more conclusively that the majority is opposed to any movement which will further abridge its fundamental right to enjoy the gifts of nature to mankind.

It hardly seems believable that any state would restrict the use of tobacco merely to meet the views of a few who wish to oppose something that does not conform to their own opinions.

OLD PREJUDICES REMOVED

Much has happened in the past thirty years to establish the cigarette in the rightful public favor to which it is entitled.

Close students of the situation have always looked upon anti-tobacco agitation as having no real basis in fact.

And in every state of the Union where anti-cigarette legislation has ever been passed, enlightened public opinion has demanded its repeal and WON OUT.

Branded as UNPOPULAR and UNWARRANTED, cigarette prohibition has been repealed in both Kansas and Utah,

ON NOVEMBER 4 the voters of Oregon will be called upon to express their approval or disapproval of a law to prohibit the sale of cigarettes in the state.

It is proposed to deprive smokers of their "Sublime Tobacco"—every man's solace, the poor man's best friend, his best-loved luxury, and sometimes his only luxury.

Whether you believe it can pass or not—whatever you think is the sentiment for or against the measure—it is only by voting that you can be sure of defeating it.

marking the demise of the last surviving legislation in this country.

VOTERS, IT'S UP TO YOU

So consider this Oregon situation well, Mr. Smoker. Here is a crisis that demands the utmost vigilance and action.

It is time for every voter in the state to constitute himself a guardian of the personal liberty involved in this issue, working for the common good and through the common channel, the ballot.

A few years ago, Oregon voters defeated a move to place a State Tax on cigarettes by TWO to ONE.

Therefore, it would seem to be a fore-

gone conclusion that nothing will come of this new move against tobacco.

But, smokers, watch out—don't let yourselves be caught off guard.

What is needed most is your vote in the ballot box—yours and your neighbor's—and that of every man who loves a good smoke.

RISE UP AND ACT

If you sit back and wait for some one else to protect your rights, this bill may become a law.

But if enough tobacco users will register their votes against this unjust prohibition it will undoubtedly be overwhelmingly defeated.

So, it is up to you, Mr. Smoker, to say by your vote at the coming election whether you will help perpetuate the standards of personal liberty conceived by the founders of this nation!

Paid advertisement by
Tobacco Merchants Association of the U. S.
Oscar T. Olsen, 408 East 50th St., Portland, Oregon

Mark ballot thus to vote NO:

(319) X NO I vote against the amendment