

# LA CRUZ CIGARS

will appear with a new box label commencing 1st May. Frank McCarrier, who manufactures this popular brand, says that he could not improve the quality of Havana tobacco used or the workmanship, so he has purchased a much more expensive label. The new label is protected by copyright. Look for the same good old LA CRUZ CIGAR with the handsome new label.

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 \* The News wishes to call attention to the special announcement on the Buy-at-Home page in this issue, offering prizes for the best articles dealing with this subject. The News believes that everybody living in a community should patronize the merchants of that community. The News also believes that the merchants of any community should buy and handle the products of the community and surrounding country as far as the home products will supply the demand.  
 \* In promotion of this idea and with the object of crystalizing the community spirit The News is offering the prizes mentioned in the announcement.  
 \* Contestants are not restricted as to the length of the articles submitted, which can be anywhere from ten to five hundred words in length.  
 \* Articles should be written on one side of the paper only.  
 \* Address communications to the Buy-at-Home Contest Editor, News.  
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## Do the Dealers All Practice the Trade at Home Principle?

McCarrier's "La Cruz" cigar factory is one Santa Cruz industry that is constantly growing and, as it grows, incidentally brings more wealth into the town. Mr. McCarrier uses nothing but the best tobacco in his cigar, which is constantly growing in favor, his sales now extending all the way from Marysville on the north to Los Angeles on the south.

As illustrating the good points of his cigar, Mr. McCarrier tells a story that he happened to overhear a few days ago. It appears that a good old gentleman was lecturing his young

hopeful on what he considered the bad habits that the young man was getting into and the conversation ran something like this:

"Look here, my boy, it seems to me that I saw you there by the Waldo cigarstand smoking the other evening, as I was coming out of the Jewel theater. Now, that's a bad habit for you to be getting into, a pernicious habit, and you had better cut it out.

"What's that you say, a good cigar is comforting after a hearty dinner? Well, maybe it is, maybe it is; but if you feel that you really must smoke, smoke a La Cruz."

## Another Phase of the Buy at Home Idea Shown

Adolph Felt, who has a ranch on the old Corcoran tract, near Del Mar, said to a representative of The News right down in his heart is as good as the best and is brought into market fresh and crisp and then have it refused by the home dealer while the pref-

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