

Brill L. O. 4-1-20

Published among the Silver-Lined Clouds, 4,692 feet above sea level, where the sun shines 365 days in the year. The healthful, pure air makes life worth living.

# THE NEW ERA

Marfa is the gateway to the proposed State Park, which contains the most beautiful scenery in the whole Southwest. Spend your vacation among your own scenery.

VOLUME XLII In Presidio County Forty-Two Years. MARFA, TEXAS, SATURDAY, SEPTEMBER 3, 1927. Sworn Circulation Over Five Hundred. NUMBER 13.

## Highland Calf Tops Chicago Market

Sold For \$15.00 Per Hundred; 22 Highland Calves Are Now At State Fair At Des Moines.

Fifty Calves shipped to Columbus Junction, Iowa last of October 1926 by F. C. Mellard and they were represented 10 calves each from the herds of Mrs. Kennedy, Crosson ranch, Milton Gillett, W. E. Love, Est., and F. C. Mellard.

These calves were weighed out to the boys and girls members of the Baby Beef Club of Louisa County, Iowa on November first and were weighed back August first as there was prizes offered of \$12.50, \$7.50, and \$5.00 to the boy or girl putting on the greatest gain in weight during the feeding period above mentioned and first was won by Charles Stone on a Crosson Calf making a gain of 695 pounds. Second was won on a Love Calf, 660 pounds. Third was won on a Gillett calf 650 pounds.

These calves were shown August 15th at Wapello, Iowa the County seat at the county fair and were judged and placed as follows shown in lots of ten as they were: Kennedy, First; Crosson, Second; Gillett, Third; Love, Fourth; Mellard Fifth.

Twenty-two of the best ones were selected and are showing at Des Moines State Fair this week the rest of the calves were sold at Auction in Chicago August 24th and so far held the high average of all calves that have been fed and sold by the Baby Beef clubs.

One calf selling for the high price of \$15.00 per hundred and several bringing \$14.75.

A full report will be given after the closing of the State fair at Des Moines.

There was over \$400 dollars in (Continued on Last Page.)

## Delphian Chapter Instituted In Marfa

National Delphian Society Is The Leading Movement In America For Adult Education.

A Delphian Chapter was instituted Wednesday afternoon, August 31, in the Community House, by Mrs. Lily Herald Frost National Delphian organizer, assisted by Mrs. Susie L. Way, Delphian Secretary, with the following charters members:

Mrs. Orr Ker, Mrs. M. D. Bownds, Mrs. L. C. Brite, Mrs. K. C. Miller, Mrs. W. T. Davis, Mrs. Forest Jordan, Mrs. Jack Rawls, Mrs. H. M. Fennell, Mrs. W. P. Fischer, Mrs. T. M. Wilson, Mrs. J. H. Fortner, Mrs. H. B. Davis, Mrs. H. L. Hord, Mrs. Clyde Sailors, Mrs. H. O. Metcalfe, Mrs. H. M. Fennell, was elected president; Mrs. H. L. Hord, vice-president, and Mrs. H. O. Metcalfe, Secretary-Treasurer. An advisory board was elected consisting of Mrs. T. M. Wilson, Mrs. W. P. Fischer and Mrs. B. H. Davis. The National Delphian Society is the leading movement in America for adult education for women, providing a fundamental six year course covering the cultural part of a university curriculum. Included in this course is a study of history and the fine arts through the ages, with the romance of the development of human society and civilization, and the world-building forces. According to Mrs. Frost, there are more than 2,000 Delphian chapters in the United States, with nearly 200,000 membership, all pursuing a uniform course of study, with approximately 125 chapters in Texas.

Foiks The New Era was late again this week on account of the office force being busy on the big books for the Maneuvers, and other things. All we ask is that our readers will please be patient for a while, you'll be surprised yet.

We will test any Radio sold by us last Season FREE of Charge. Christopher Electric Shop.

## JOHN ASHTON HAS BEEN TOURING BIG BEND AND HIGHLAND TERRITORY

Expert Writer On Live Stock And Agriculture, Is Honor Graduate From The Texas A. & M. College In 1906. Leaves For His Home In Missouri.

John Ashton, expert live stock and agricultural writer, who has been touring the Highland territory for the past three weeks, left Marfa this week for his home in Columbus, Mo. Ashton, a versatile writer of many years standing, is gathering material preparatory to writing a history of the live stock industry of Texas, and the Highland country is a part of his extensive itinerary through the cattle sections of Texas.

John Ashton was born in Hyde, Cheshire County, England, May 11, 1880, the son of John and Elizabeth Ashton. He came to the United States in 1901, and his love for live stock and agriculture, prompted him to enter the Agricultural and Mechanical College at Bryan, Texas, where he graduated with honors in 1906, and to continue this work with a post-graduate course in the University of Missouri, and Paris, France, after which, he spent three years in Mexico as a student of these industries. From 1909 to 1914, Ashton was European correspondent for the Breeder's Gazette, Chicago. He served in the French and British military service for more than four years, receiving an honorable discharge May 31, 1919. From 1919-1920, he was associate editor of the Breeder's Gazette, and since November, 1922 has been a live stock representative of the Missouri State Board of Agriculture. In 1923, Ashton wrote the "History of Hogs and Pork Production in Missouri;" 1924, History of Short-horns in Missouri Prior to the Civil War. Besides his many contributions to Drovers' Telegram and many agricultural publications, he wrote, "Historic Ravenwood," a story dealing with the first short-horns west of the Mississippi; "The World's Food Supply" (in Bellows-Reeve Agricultural

Encyclopedia of 1923) and collaborated in "A History of the Percheron Horse."

For distinguished military service, and for his writings which won his favor with crown heads of Europe, he has been decorated with many medals, among them that of, General Service medal, Victory medal (British); Officer de Merite Agricale (French) and "Cross of Officer" of the order of the Crown, bestowed upon him by King Albert of Belgium in 1925, for Articles written on the Belgian breed of horses, which established their popularity in the United States.

Replying to the question: "What do you attribute your success as a writer and judge of livestock?" Ashton's unhesitating reply was: Hard work and earnestness of purpose; belief in the philosophy that every man should do his bit and thereby add to the general fund of human knowledge. "If there were but the combined industry," he said, of livestock and agriculture—for they are inseparable—there would be no wars, because their's is a spirit of good will and brotherly love. Farmers and ranchmen live too close to nature to be the vicious preachers of hate, and my impression of them after a close study of many years, is that their's is the gospel of give and take, and that an international freemasonry exists between the farmers and ranchmen of all countries.

John Ashton, is at all times original. His writings are marked by sincerity. After making a thorough study of an industry and its operators, he records his impressions of both in a simple, natural unfeigned way but with remarkable word pictures. His impressions of western ranchmen, quoted in cattle publications (Continued on Last Page.)

## U. S. Aviators Reported Lost In Mexico

Were Returning From Hunt For Veteran When Plane Fell.

It was reported several days ago that Capt. C. H. Reynolds and Sgt. Gus Newland, who had been out hunting in an airplane for Alfred C. Menard, missing World War Veteran, had been captured in Mexico, near Presidio de Vaco de Piedras. This place on the Rio Grande is near where several years ago Lieuts. Davis and Peterson of Fort Bliss crashed on the Mexican side, and were captured by Mexican bandits and held for \$15,000.00 ransom.

The missing aviators were found at Presidio, Texas, according to a dispatch from San Antonio, Texas by the Associated Press, who were informed by a telegram from Col. C. H. Babcock of the First Cavalry at Camp Marfa, Texas.

## BIG BEND MANEUVERS WILL USE AREA OF 800 SQUARE MILES IN PRESIDIO COUNTY

Majors Coulter, Tyndall and Surlless of Fort Bliss are in Marfa making plans and working out a schedule for the maneuvers which are to be held in Marfa from September 20 to October 3rd, assisting them are Captain Smith and a detachment of 19 engineers, also from Fort Bliss, who are making a reconnaissance of the maneuver area. Maps made by the engineering detachment will be used by the division during the maneuvers. The total area which has been granted for the maneuvers by Marfa ranchmen consists of 800 square miles—three-fourths the size of the State of Rhode Island, and includes among others: the ranches of W. W. Bogel, J. W. Pool Sr., W. P. Fischer and Mueller and Jones.

## Marfa Grad Receives Degree From Sul Ross

Editor-In-Chief Of Brand In '26, Photo Editor In '26, Business Manager In '27.

On August 25th at the Commencement of Sul Ross Teachers College, there were 24 certificates given, 2 high school and 11 Sophomore diplomas granted and 14 degrees given.

Among those receiving a degree was Rudolph W. Mellard, son of Mr. and Mrs. F. Courtney Mellard of Marfa.



Rudolph graduated at the Marfa High school in the class of 1921, and was not only universally popular with the student body but also with the teachers. Popular in the field of sport he had the happy facility of combining the athletic with the intellectual, therefore standing high in his classes, and with the mental and physical training he added the moral attitude so necessary in the building of character.

As illustrating his standing at the college, the Sul Ross Skyline on July 27th, 1927, said:

"He has always been one of the most prominent students in Sul Ross. He has been connected with the Brand for 3 years, was Editor-In-Chief in '26, Photo Editor in 1927. He was elected the most popular student in 1925. He belongs to the Mask and Slipper (Continued on Last Page.)

# "Our Fit's For School Boys And Girls"

**For School Boys**  
RED GOOSE Shoes  
KERRY CUT Unions  
John C. Roberts Shoes  
TOM SAWYER'S Shirts  
PERFECTO Shirts  
Wilson Bros Hose  
A BRADLEY Sweater

**For School Girls**  
RED GOOSE Shoes  
Wescott \$1.00 Silk Hose  
American lady dress Slippers  
Munsing wear silk "undies"  
One of our good Bradley Sport  
Jackets-Oh Boy! they're the purtiest you ever saw.

Marfa High Students-Hear the Good News-A Bradley Sweater made just for you, Purple and White- Hurry get yours!

EVERY BODY IS STILL EATING- UNLESS THEY ARE "REDUCING"  
We want to feed everybody- Fats, Slims and regular Guys- Our Cash Grocery Dept., is Ready to Serve you with the best "EATS" and don't overlook the saving in buying here. -- A Cash Price to all.

## MURPHY-WALKER COMPANY

Improved Uniform International  
**Sunday School Lesson**

(By Rev. F. M. FITZWATER, D.D., Dean,  
Moody Bible Institute of Chicago.)  
(© 1927, Western Newspaper Union.)

Lesson for September 4

**SOLOMON'S WISE CHOICE**

LESSON TEXT—1 Kings 3:4-15.  
GOLDEN TEXT—Happy is the man who findeth wisdom and the man that getteth understanding.  
PRIMARY TOPIC—Solomon's Wise Choice.  
JUNIOR TOPIC—A Young Man's Wise Choice.  
INTERMEDIATE AND SENIOR TOPIC—Choosing Things Worth While.  
YOUNG PEOPLE AND ADULT TOPIC—The Best Things in Life.

Following the death of David, Solomon was anointed king (1 Kings 1:5-40). David had failed to show the people who should be king after him (v. 20). Though an old man, he is stirred into action by the combined appeals of Bathsheba and Nathan. He immediately sent for the faithful three—Zadok, Nathan and Beniah, and commanded them to anoint Solomon king.

I. **God's Gracious Offer** (vv. 4, 5). Solomon made a lavish sacrifice to the Lord. The magnitude of the offering shows that he had strong impulses toward God and that he was unwilling to hold anything back from God. Following the sacrifice, the Lord made to him this gracious offer. This offer was not on the basis that the Lord cared for the number of animals, but the attitude of the man's heart toward him. "Ask what I shall give thee," placed very wide possibilities before the king. God, as it were, signed blank checks and turned them over to Solomon to fill in any amount that his heart desired. This was not a reckless act on the part of God, for He foreknew what was in Solomon's heart to ask. This offer to Solomon is no exceptional one, for opportunities equally limitless are placed before us. God is saying to every one of His children, "Ask and it shall be given you." The matter with its limitations is placed before us in John 15:7. "If ye abide in Me and My words abide in you, ye shall ask what ye will, and it shall be done unto you." These unlimited offers are open to those who abide in Christ and let His words abide in them.

II. **Solomon's Wise Choice** (vv. 6-9). The Lord's gracious offer brought the king face to face with the responsibility of making a choice. There was no middle course open to him. God deals with all His children in such a way that a choice must be made by them. Solomon was keenly aware of the difficulty and responsibility of his position. David was a great king. For a young man to take up the work of an illustrious father and push it to completion is a most difficult task. Comparatively few ever succeed. Besides this, he had to deal with the disturbing elements which had been set in motion by the usurper, Adonijah. Being made to shoulder so great a responsibility so suddenly, brought him to keenly feel his insufficiency. In his reply to God he pleaded that his being king was not of his own choice but an act of God's loving kindness. He argued that, since God had made him king, He was bound to qualify him to fill the place. All who have been called of God to fill positions of honor and trust can surely exercise that same boldness of faith. When called to positions of honor and trust we should humbly present ourselves before God for help. To feel ourselves unworthy and unfit for great and responsible work and to cast ourselves upon God for help is not cowardice, but a good sign that we shall not fall at the critical moment. Solomon's object in asking for wisdom was not for display but for the good of others.

III. **God's Untinted Gift** (vv. 10-15). Solomon's speech pleased the Lord. God gave him more than he asked. Because he put wisdom first, God saw that he could be trusted with material good also. Christ saw the same thing when He said, "Seek ye first the kingdom of God, and His righteousness; and all these things shall be added unto you" (Matt. 6:33). He who puts God and spiritual things first in time and importance can be trusted with temporal things. That which God promised him above what he asked was riches, honor and length of days. All who feel the lack of wisdom can go to God with confidence (Jas. 1:5). God blessed Solomon with a singularly comprehensive mind (1 Kings 4:29-34). He was a botanist, zoologist, architect, poet and moral philosopher.

**Christian Life**

"The perfection of the Christian life is to lose sight of oneself completely and to make everything of Christ."

**No Man His Own Master**

No man is his own master; he is either governed by Christ or governed by Satan.—Echoes.

**God Is Faithful**

God is faithful, and He can never allow anyone to be empty in His blessed presence.—Echoes.

**Humility**

Humility is to make a right estimate of one's self.—Spurgeon.

Improved Uniform International  
**Sunday School Lesson**

(By Rev. F. M. FITZWATER, D.D., Dean,  
Moody Bible Institute of Chicago.)  
(© 1927, Western Newspaper Union.)

Lesson for September 11

**SOLOMON DEDICATES THE TEMPLE**

LESSON TEXT—1 Kings, chapter 8.  
GOLDEN TEXT—I was glad when they said unto me, let us go into the house of the Lord.  
PRIMARY TOPIC—Worshiping in God's House.  
JUNIOR TOPIC—A Young Man's Love for God's House.  
INTERMEDIATE AND SENIOR TOPIC—Love for God's House.  
YOUNG PEOPLE AND ADULT TOPIC—The Value of God's House to a Community.

The first task of Solomon after his coronation was the building of the temple, a privilege which was denied to his father, David. In his preparation for this task he secured wood from King Hiram of Tyre, stones for the foundations from the Phoenicians, skilled workmen also from King Hiram. It was located on Mount Moriah (11 Chron. 3:1). The suitability of this place was due to the fact that the Lord had appeared here to Abraham. Its dimensions were 90 feet long, 30 feet wide, and 45 feet high. It contained the brazen altar, the laver, the golden candlesticks and cherubim. The dedication of the temple was arranged to take place at an auspicious time. The dedicatory services consisted of:

I. **Bringing Up the Ark** (vv. 1-11). The ark of the covenant was typical of Jesus Christ. God dwells among men through Jesus Christ (John 1:14). The ark was God's holy dwelling place. This, therefore, must be brought up first and placed in the temple. For the manifestation of the divine presence was the real dedication. When the house of God was to be dedicated the king arranged for a representative gathering of the people, consisting of the elders, princes and heads of the tribes. There were many great men present, but only the priests, God's appointed ministers, moved the ark. The fatal experience of Uzzah in David's time was doubtless clear in their minds. Solomon profited by the blunder of his father. Connected with this service was a very great sacrifice, one in keeping with the occasion. The ark with the two tablets of stone under the mercy seat shows God manifesting Himself to His people on the ground of a law perfectly kept and since atoned for by the shedding of blood. At the completion of the sacrifice, the temple was filled with the glory of the Lord.

II. **Solomon's Address to the People** (vv. 12-21).

He points out to the people that God had chosen David to be king, yet for certain reasons He would not allow him to build the temple, promising that his son should do the work. Now that the work was done, the temple was built and the ark of the covenant was in its place, they could be assured that God had raised him up in the room of his father.

III. **Solomon's Dedicatory Prayer** (vv. 22-33).

The ark having now been placed in the most holy place, and the address to the people being ended, the king pours out his soul to God in prayer. In this prayer Solomon gratefully acknowledges God's goodness in the past, giving glory to Him, and pleads that His promise to his father be verified (vv. 22-26); he prays that God's eyes might be continually open toward the temple which He had now taken possession of (vv. 27-33); so that (1) in case of contention between parties He would judge between them (vv. 31, 32); (2) in case of being smitten by the enemy, even though they had sinned, upon confession of the same, God would forgive and restore (vv. 33, 34); (3) in case of famine as chastisement for sin, upon confession and prayer before the temple, God would forgive and send rain (vv. 35, 36); (4) in case of pestilence and sickness, if they pray to God toward the temple, God should hear and forgive (vv. 37-40); (5) in case of the coming of the foreigner who comes at the news of God's greatness, and prays toward Jerusalem, his prayers should be heard (vv. 41-43); (6) in case of going out to battle, their cause should be maintained (vv. 44, 45); (7) in case of being in captivity because of sin, God should hear their prayers and restore (vv. 46-53).

IV. **Solomon Blesses the People** (vv. 54-61).

On the strength of the covenant promises, he invokes His presence always with them to keep them faithful, and exhorts the people to have their hearts perfect before God, walking in His commandments and statutes.

V. **Solomon and the People Offer Sacrifices of Thanksgiving** (vv. 62-66).

**Ideals Like Stars**

Ideals are like stars; you will not succeed in touching them with your hands; but, like the seafaring man on the desert of waters, you choose them as your guides, and, following them, you reach your destiny.—Exchange.

**Charming Human Beings**

It is always good to know, if only in passing, charming human beings. It refreshes one like flowers and woods and clear brooks.—George Mot.

# BOYS!

Get Ready

## FOR THE MANEUVERS!



Endicott Johnson and Selz  
**RUSSET SHOES,**

Two Brands that Stand for Strong  
Wear. Leather or Composition Soles.  
Elsewhere \$5.50. **Special**

**\$4.45**

### Leggings

Genuine monroe

Leggings,

\$3.35 Value. **\$2.95** Special

Suit Cases \$1.25 and up.  
All other Luggage 20% off.



### Pants

Our new Fall line of  
Flannel Pants now  
on Display,  
Come in all the  
latest stripes  
and Colors.

Popular Prices.

FOR THE BOYS WHO ARE GETTING DISCHARGED  
WHITE "Broadcloth" SHIRTS, Collar attached or without.

Special Price . . . . . **\$1.50**

## Block's Army Store

MARFA,

TEXAS

### WOMEN

Who need a tonic  
should take

## CARDUI

Made of  
Purely Vegetable  
ingredients—contains  
no dangerous drugs.

In Use Over 50 Years

Accept  
No Substitutes  
for  
**Theford's**

## BLACK-DRAUGHT

Purely  
Vegetable  
**Liver Medicine**

Only **\$2.00** per year

### Vickrey Appeals for Million To Aid Armenian Quake Victims



C. V. VICKREY

MORE than a million dollars will be required to meet the needs of earthquake victims in Armenia, according to Charles V. Vickrey, general secretary of the Near East Relief, in a nation wide appeal for the observance of International Golden Rule Sunday.

This sum will be required to provide adequate medical attention, food, clothing and supplies to the thousands of families made homeless by the earthquake and to care for the nine thousand orphan wards of the relief organization in the Caucasus until June, according to the appeal. Hundreds of villages have been laid waste and many of the huge orphanages caring for the children have been razed. Others are unsafe for use until repairs can be made. Meanwhile children and American relief workers are living in tents in a region in which blizzards and heavy snowstorms are frequent at this time of the year.

Reports from the various villages in the earthquake zone indicate that the inhabitants have been forced to construct rude dugouts under ground to protect themselves from the wild, winter weather. With shocks that have continued intermittently for two weeks there has been considerable loss of life in these fragile dwellings.

Subscribe for The New Era

Only **\$2.00** per year

### BILL BOOSTER SAYS:

THE BASS DRUMMER IN A BAND DISHES OUT A LOT OF DULL THUDS THAT MAKE THE MUSIC SOUND SWEETER BY CONTRAST. SAME WAY WITH THE KNOCKER IN A TOWN—HE MAKES THE BOOSTERS MORE APPRECIATED."



Bill Booster also says: "Watch The New Era grow" He's right.

## HOW ENDLESS CHAIN SELLING PLANS ARE USED TO ROB SAVERS

W. R. Morehouse Continues His Exposures of Modern "Gold Brick" Schemes—American Bankers Association Official Tells How Life-Time Savings Are Wiped Out.

By W. R. MOREHOUSE,  
Public Relations Commission, American Bankers Association.

### ARTICLE NO. II

I FIRMLY believe that promoters and high-pressure salesmen are becoming more and more crafty. Shrewder ways are being resorted to in order to trap the novice investor. It is deplorable that the investor does not profit by experience and is victimized a second time in his endeavor to recover that which he has already lost. It is the old, old story of trying to recover, but in the attempt losing. This very hour thousands of hard-earned dollars have slipped from the grasp of the calloused hands that earned them into the clutches of unscrupulous skin-game artists. Tomorrow the scenes of today will be re-enacted with a new and larger list of victims. A month from today depositors will still be pouring an ever increasing volume of their savings into the hopper of unwise investments. A year from today the same tragedy will be re-enacted unless our savings bankers come to the rescue and help to stop this nefarious business of defrauding and swindling our savers of the fruits of their labors.



W. R. Morehouse

Here is a typical case. A group of men undertook to promote a vending or self-serving machine. Their plan called for the sale of \$37,000,000 worth of leases in the United States. Similar projects previously started throughout the United States had failed. As a matter of fact, the average daily sale of one of these self-service machines was only \$3.10, which in itself made it impossible for a machine to produce sufficient revenue to make it profitable. Servicing the machines was another obstacle which had not been successfully overcome. In three months the promoters were successful in selling over \$2,500,000 worth of rights to use these machines.

**\$40,000 in Savings Lost by One Man**  
I know of one man who withdrew \$40,000 from a savings bank and invested it in this promotion. He told me it represented the accumulations of a lifetime. "And now I have lost it all," he said in a trembling voice. "I haven't a cent left and I am past sixty years of age—too old to work!" he added.

Of the more than \$2,500,000 invested by savers, over \$1,000,000 was taken by these wiley promoters as commission. Think of making a commission of over \$1,000,000 on \$2,500,000 of sales in about three months' time! Think of what this more than \$1,000,000 of commission represents,—think of the struggles and the sacrifices of the men and women who saved it! With some it was saved penny by penny over a period of years. Think of the sorrow it caused,—the heartaches, the misery and the disappointment which followed in the wake of the collapse of this promotion. Think of the old man who lost \$40,000—all he had been able to save during his lifetime. Think of the widow's mite, for she lost it also. All that is left today of the original investment is less than 10 cents on every dollar.

Here is an endless chain scheme which relieved working girls of a portion of their savings. The loss ran into many thousands of dollars. The scheme is to sell silk hose to girls by getting them to act as selling agents.

A hostery company rents offices in the shopping district. Soon an attractive offer is made through the local newspapers by cleverly worded advertisements in which it would appear that any young lady can secure five pairs of hose worth \$2 a pair for only \$1. In other words, \$10 worth of silk stockings for only \$1! Without stopping to analyze the proposition or to consider how impossible it is for any concern to stay in business and sell \$10 worth of silk hose for \$1, thousands of young women instantly fall for the scheme.

**How Endless Chain Catches Victims**  
Here is how it catches its victims. Each victim pays \$4 and receives three one dollar coupons which she must sell to her friends, and the friends must come in and pay down \$4 each, get three coupons each which they must sell to three friends and then these friends must perpetuate the scheme by selling coupons to their friends and so on indefinitely.

Here is where the promoters make a clean-up. One of the conditions which must be met before the young woman who purchased the first coupons receives her \$10 worth of hose for \$1 is that all three to whom she sold her three coupons must come in, pay down \$4 each for three more coupons and then go out and sell them. Before the three have done this, one or perhaps all three get "cold feet" on the proposition and, rather than go out and "soak" three of their friends \$1 each, they simply give up the job and charge their loss to experience. But in doing so they also block the girl who purchased the first coupons from completing her contract, and of course she, too, loses the money she invested in the scheme.

At a glance the loss appears to be small, but the truth is the scheme is capable of such great expansion that it soon takes in hundreds and thousands of victims. This is but one of many endless chain schemes in use today in the United States.

(Article III will deal with land schemes and loan shark plans for robbing people of their savings.)

### Color Is Important in New Sports Coats



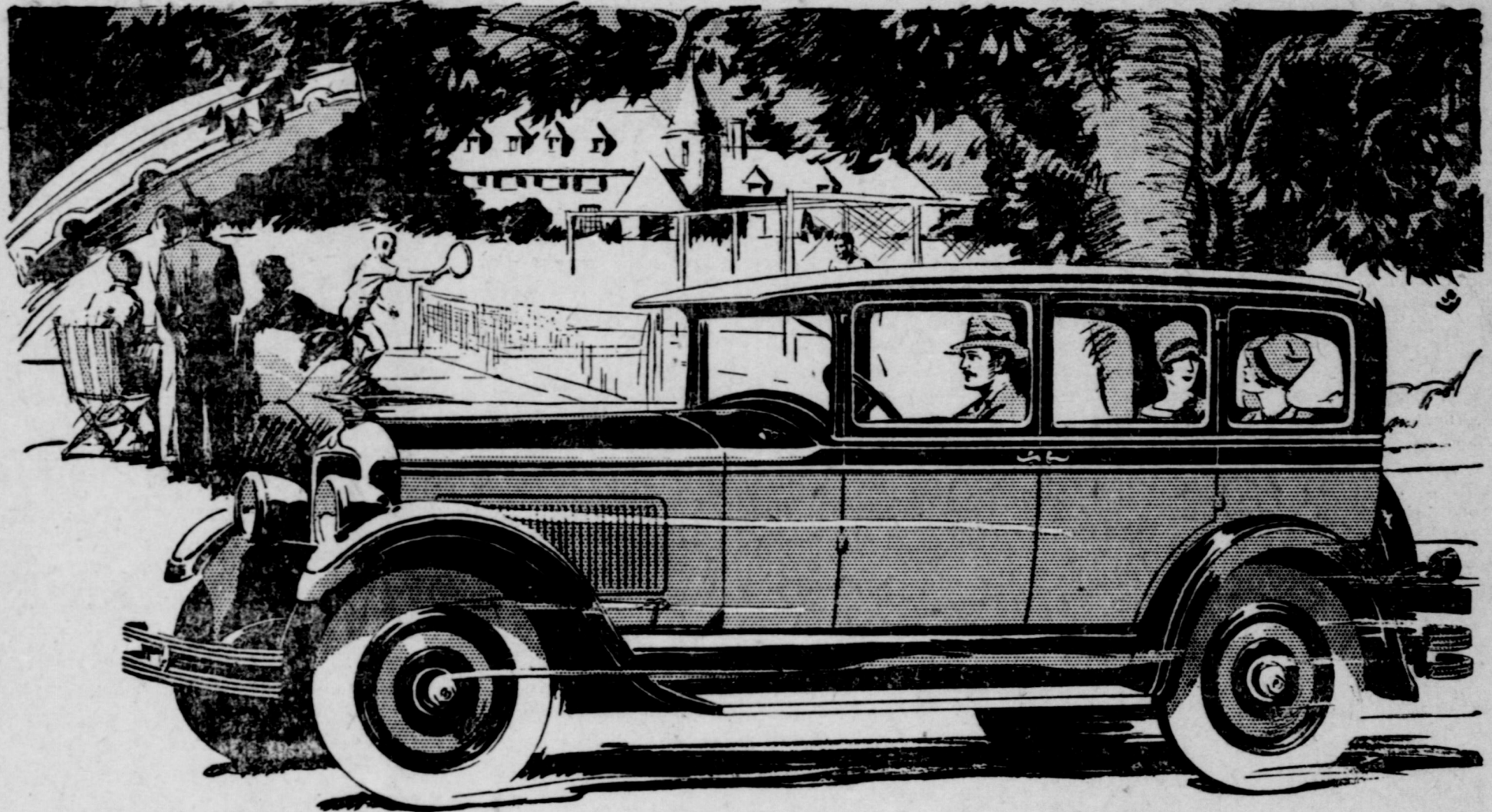
"Color contrast in spring sports clothes," say the arbiters of fashion, and here is a sports coat that shows how successful is obedience to this mandate. It sponsors the fur collar also and is typical of coats in its class.

### Crisp Sports Dress of Radium Silk



A crisp sports frock of white radium silk, with blue radium applique trimming, is to be recommended. It will keep its freshness all summer, since it can be laundered and is altogether practical.

# STUDEBAKER



REDUCED TO  
**The Commander \$1495**

f. o. b. factory, including front and rear bumpers, shock absorbers, etc.—more than \$100 in extra equipment without extra cost.

**One owner says: "If The Commander had claws it could climb trees"**

The Commander offers a new type of performance. It cannot be described in 1500 words, but 15 minutes on the road will convince you that The Commander is the "greatest post-war achievement of automotive engineering."

The Commander is the only enclosed car that ever traveled 5000 miles in less than 5000 minutes. It is the same powerful motor that established an average of 17 1/4 miles to the gallon in 61 nation-wide gasoline tests.

Equalled in rated horsepower by only 7 American cars which cost from \$4000 to \$10,000, The Commander is unequalled in value at its new One-Profit price of \$1495.

More than \$100 in extra equipment, including front and rear bumpers, shock absorbers, etc.

Take the wheel of a Commander—let the car itself convince you as it has thousands of others.

**\$100 worth of extra equipment without extra cost**  
All Studebaker models have more than \$100 worth of extra equipment, including front and rear bumpers; shock absorbers; engine thermometer and hydrostatic gasoline gauge on the dash; and coincidental lock to ignition and steering. Equipment also includes 4-wheel brakes; disc wheels; full-size balloon tires; no-draft ventilating windshield (exclusively Studebaker); oil filter; automatic windshield cleaner; rear-vision mirror; rear traffic signal light; cowl lights and two-beam acorn headlights, controlled from steering wheel.

### NEW LOW PRICES

#### The Dictator

	WAS	IS
Sedan [4-dr.] . . .	\$1245	\$1195
Sedan, Royal [4-dr.]	1335	1295
Victoria . . . . .	1325	1295
Coupe, for 2 . . . .	1245	1195
Coupe, for 4 . . . .	1345	1295
Roadster, for 4 . . .	1295	1245
Duplex Phaeton . .	1195	1195
Tourer, for 5 . . . .	1165	1165
Tourer, for 7 . . . .	1245	1245

#### The Commander

Sedan . . . . .	\$1585	\$1495
Sedan, Regal . . . .	1710	1625
Victoria . . . . .	1575	1495
Victoria, Regal . . .	1645	1525
Coupe, for 2 . . . .	1545	1495
Coupe, Regal, for 4	1645	1625
Roadster, for 4 . . .	1675	1595

#### The President

Sedan, for 7 . . . .	\$2245	\$2085
Tourer, for 7 . . . .	1815	1795
Limousine . . . . .	2495	2250

#### Erskine Six

Custom Sedan . . .	\$995	\$965
Sport Coupe, for 4	995	965
Coupe, for 2 . . . .	945	965
Sport Roadster, for 4	995	965
Tourer . . . . .	945	915

All prices f. o. b. factory

## HORD MOTOR COMPANY

Marfa and Alpine, Texas

Beautiful in design—thoroughly modern—mechanically right

LABOR DAY

Monday September 5th.

# THE NEW ERA

M. M. KILPATRICK Publisher.  
 Mrs. WINNIE B. KILPATRICK Manager-Editor  
 MARFA, (PRESIDIO COUNTY) TEXAS  
 The Newspaper That Covers The Big Bend, And Then Some. 500 Cir.

Oldest Newspaper Published in Big Bend Country. Now in 41st year. Devoted to the upbuilding of Marfa, and Presidio County and all of Marfa's Territory, and the dissemination of local and State News. Should any statement reflecting on the character of any person or persons appear in these columns, please report it, in order that correction may be made.

Advertising Rates upon request. Four Issues constitute a Month. All Advertising Charged for Until Ordered out. Obituaries, Cards of Thanks, etc., at Regular Rates.

SUBSCRIPTION PRICE, Year \$2.00  
 Entered as second-class matter at the Postoffice in Marfa, Texas, under the Act of Congress of March 3, 1879.

## MORE "SUCKER" BAIT

You don't have to be a prophet to forecast that there is a great new industry out to spring up in this country, and one that may eventually become as great as that built up by the auto in 25 years. Flights across the Atlantic, and more recent hops from California to the Hawaiian Islands, have sent the country wild over aviation. With the government spending millions on the advancement of flying, we may expect the airplane to grow in popularity even more rapidly than did the auto, for the latter had to make its own way so far as federal aid is concerned.

Like most everything else the airplane offers money-making advantages, and wherever there is money to be had there you will find a class of men not particular how they get it. Today questionable "companies" are springing up with airplane stock for sale. They bear high-sounding names and have attractive and alluring literature. These promote backing concerns organized to prove, in a way, that "the fool and his money are soon departed".

## A PIE—CRUST PROMISE

It isn't often a newspaper editor is caught in a trap of his own baiting, but that seems to have happened to Ed. Howe, of the Atchison, Kansas, Globe, and known from one end of the country to the other. Seventeen years ago, Ed. ran an editorial in his paper in which he said that whenever anyone made an airplane flight across the Atlantic Ocean he could come to the Globe office and collect \$1,000,000. And now he finds himself indebted to Lindbergh in that sum, while if he meant that everyone who flew across could have a million he owes the same amount to Chamberlain and Byrd. Of course there isn't much danger of Editor Howe being forced to quit work long enough to go around to the bank and draw out a million dollars to make his promise good. That is one nice thing about being a newspaper editor. You can make all the financial promises you want to—nobody takes them seriously because everybody seems to know that an editor would be about the last man on earth to have a sneaking acquaintance with a million dollars.

## PREPARATION

We have recently had two examples of the effect of thorough preparation for an undertaking or going into a task on the impulse of the moment. In the ill-fated Honolulu flight it seems that the two successful contestants tried out carefully their equipment before attempting the great feat which brought fame and fortune. On the other hand there is evidence, that the others made a wild dash with the hope that luck would bring them through and the same kind of luck which usually attends those who trust to it, attended them to certain failure.

Again we have the statement of the Ford Motor Company, the most grandly successful automobile builders in the world, that their new car about to be put on the market, has been thoroughly tested and put through every hard trial it will be required to go through in regular service before offering it to the public.

Here is a successful manufacturer who has built thousands of cars which have proven entirely satisfactory in all respects,

going to the trouble of exhaustive tests of a new model before taking the chance of putting it on market. No guess work about that. When a man buys one of the new Ford cars he will not be in doubt as to its quality and performance it has been established for him in advance.

This principle is good in educational lines for the individual also. The street car conductor who learns in two days gets \$75. per month and has to compete with the great army who are willing to spend only two days in learning, but the engineer or architect who spends years of careful study and labor to perfect himself, in a profession which other men without this training cannot do is sought after at a liberal salary and is never out of a job.

Preparation is the golden key which lets one into the chamber where only the select can enter.

## LIGHTS OUT

At different times lately we have had our attention called to the thoughtlessness of people on the highway at night in leaving their headlights burning brightly. This is a dangerous practice both to the one standing and to the approaching car. It is impossible for a driver approaching bright headlights to see what is at the side of the road and he might easily run over a person standing beside the other car, or drive off of a bank and turn over. The rule on railroads is for an engine standing where other crews are working to put out their headlight as a safety measure and it is a good rule for drivers of autos to follow.

## CHRISTIAN CHURCH

This Slogan Will Win.

ONE HOPE:—The Christianization of the World;  
 ONE AIM:—Christian Unity, the Paramount Pre-requisite to Christianization;  
 ONE METHOD:—The Bible Its own Interpreter;  
 ONE THEME:—The Self-Will, In All Things, Subordinated to the Christ-Will.

Sunday school, 9:45 a. m.  
 Holy Communion, 10:45 a. m.  
 Sermon, "Ruth, The Satisfied Stranger", 11:00 a. m.  
 Christian Endeavor, 7:00 p. m.  
 Evening Sermon, "My Faith In Evolution", 8:00 p. m.  
 Church Night Program, by the Deacons, 8:00 p. m., Wednesday.

The study in Ruth is to be the first of a series of studies made from the Book of Ruth. This bright book has some of the most wonderfully fascinating lessons for the modern church. Those wishing to reap a full benefit, should begin now and follow the chain of thought, as one study will begin where the preceding one ends, all being based upon the foundation laid, and colored by the background set up in the first sermon.

The study in Evolution is prepared especially for the young people who have yet their lives to live, sowing the seed of their activities in a ground much strewn with the seed of evolutionistic philosophy. This fast growing power is rapidly shaping our social institutions and practices as well as our religious thought; and, for these reasons, needs much to be understood in its subtle workings. Remarks made in this study will be based upon a thorough study of its principles and workings over a period of fifteen to eighteen years, and will be made the basis of a later sermon.

A cordial invitation is extended of a later sermon.  
 Thos. M. Broadfoot, Pastor.

## HISTORIES OF TEXAS COUNTIES USED BY STUDENTS FOR THESIS

Austin, Texas, August 26—In order to obtain minute histories of each of the 252 counties in the state of Texas, the History department of the University of Texas is offering work on such histories as these material for master of arts degrees. It is hoped by the department, according to W. P. Webb, acting chairman, to have not less than 100 or 125 such histories written by 1936, or at the time of the Texas Centennial. The histories of Smith and Archer Counties have already been written and students are at work on the histories of Matagorda and Presidio Counties.

## POULTRYMEN MEET

Several of the leading poultrymen of this district, and members of the Highland Poultry Growers Association, held a meeting at the Chamber of Commerce rooms, last Tuesday evening, for the purpose of discussing with Tri-County Agent Miller, the matter of systematizing the housing and feeding of poultry in this district. A hatchery was also discussed and parties present all favored the proposition. There was also some discussion about holding a poultry show this season and all voted in favor of holding one.  
 —Alpine Industrial News.

## MONITION

Notice is hereby given that there has been seized in this collection district for violation of U. S. Custom laws, one Ford Touring Car, motor number 7-720-720, which will be sold at auction to the highest bidder for cash September 22, 1927, at 10 o'clock a. m., in front of the Court House, Marfa, Texas. Any one claiming the above must file claim with the Collector of Customs, El Paso, Texas, within 20 days from first publication of this notice.

Thos. P. Gable, Collector.

Go Somewhere Over the Labor Day Holidays Save 10% to 45% Buy "S.P." Round Trip Tickets

The slow rates means a Saving to You—Travel in Speed, Comfort and Security on the Train—Have more time for your work more relaxation.

5% OFF

On sale each Friday, Saturday and Sunday. Return limit Tuesday.

33 1-3% OFF

On sale Saturday and Sunday. Return limit Monday.

45% OFF

On sale each Sunday. Going and returning same day.

These rates apply between Texas points only where the one-way fare is ordinarily \$7. or less.

10% off on all round trip fares—30-day return limit.

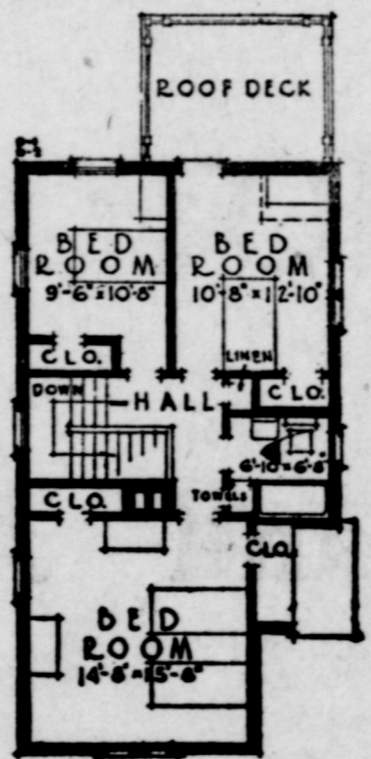
Ask your "S. P." Agent

Southern Pacific

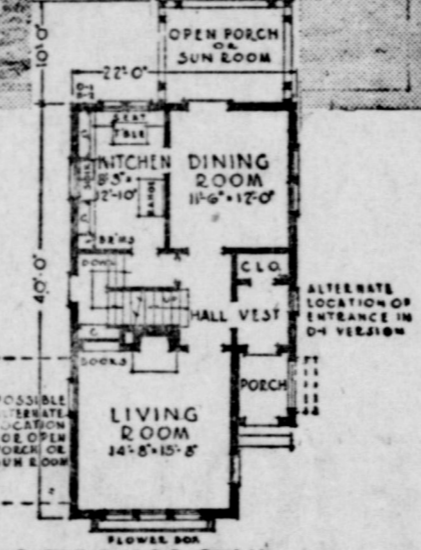
## Old World Charm Meets New World Conveniences



PLACING your house according to your lot is the privilege of the person who builds this practical dwelling of the English farm house type. The entrance is so arranged that the house may either be placed lengthwise for a thirty-foot city lot or crosswise for a 60 or 75 foot lot.



SECOND FLOOR PLAN CALLING HEIGHT 9'-6"



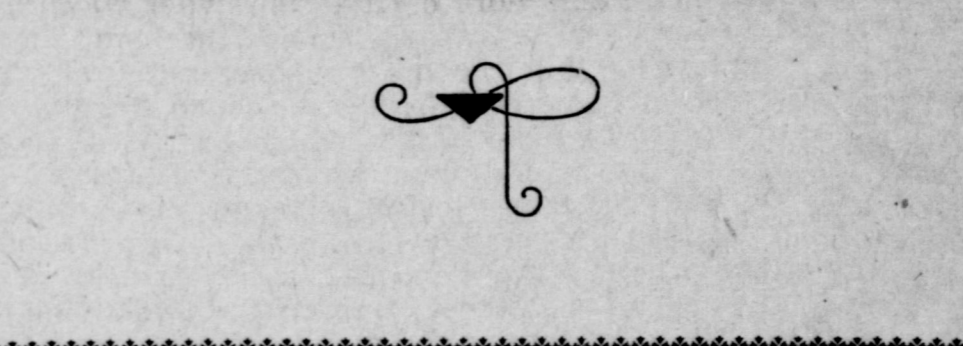
FIRST FLOOR PLAN CALLING HEIGHT 9'-6"

The pleasing features of the living room include its windows on three sides, open fireplace and built-in book shelves. The open porch or sunroom may open off from either the living or dining room. The kitchen has all the details that delight the housewife—cupboards, broom closet, breakfast nook and double windows over the sink.

The three bedrooms all have double exposures and are well provided with clothes and linen closets. The bathroom is so placed as to be equally accessible from each bedroom. The attic is ventilated and makes a serviceable storage or playroom by sheathing the rafters and sides with celotex, which serves both as a wall-board and insulating material.

This small home so light and spacious, yet compact and adapted to doing without a servant, is a typical 1928 product. The poky, dark houses of fifteen or even ten years ago with their fussy little hallways and poor planning would be scorned by the modern housewife who has learned to expect comfort built right into her home and to have everything planned for her convenience in working. Cold, draughty houses are also out of date. All well built houses, are insulated as this one is, with celotex sheathing on the exterior walls under the stucco. This effects a great saving in fuel in the winter and resists the intense heat of the sun in summer.  
 © Celotex Institute, Chicago, 1928.

LEVI STRAUSS Overalls Best by every Test A New Pair FREE if they Rip



## USE THE TELEPHONE



You will be able to arrange and close that business deal more quickly in this way.

BELL TELEPHONE Connection.

GET IN CLOSER TOUCH WITH YOUR FRIENDS

Pecos and Rio Grande Telephone Co. MARFA, TEXAS

## MARFA GARAGE

Automobile Repairing, Welding and Brazing

GASOLINE, & OIL

Tyler and Settle, Prop's

We will repair your Clocks, Phonographs, Lawn Mowers, Sewing Machines, and Electric Irons Cheap.

J. M. Hurley Furniture Co.

## SAFETY FIRST

Secured by Insurance

Vital Safety features that protect Insurance investors.

Compensation for

Fire, Auto, Plate Glass, Loss.

BONDS

Fidelity, Judicial, Official,

Call or write for Information.

O. A. KNIGHT, Local Agent.

# Locals and Personals

## NOTICE

Hunting cutting of green Pines and Cedars or otherwise trespassing on my lands in Jeff. Davis County, are hereby **STRICTLY FORBIDDEN!**

D. O. MEDLEY

Supt. J. E. Gregg and family came in Friday from their vacation visit to the old home town.

NOTICE—I will open my music class on September 12th. And I will be glad to greet all my former pupils. New ones will be welcome.  
Miss Mary Lee Greenwood,  
Phone NO. 194 Marfa, Texas.

You do not want to miss the Big Fight on September the 22nd. Get your Radio tested.  
Christopher Electric Shop.

## DUNCAN KINGSTON INJURED

At the Rodeo held at Valentine Thursday, Duncan Kingston had the misfortune to break his leg. He was immediately brot to Marfa where Dr. J. C. Darracott set the broken limb.

Prof. H. Warren was in Marfa Wednesday en route for Loma Pelona, where he will teach school. Prof. Warren is a graduate of the University of Mississippi, and a fine teacher.

Last week Mr. and Mrs. Curl were visiting at Van Alstyne, where Mrs. Curl will spend several weeks with relatives.

John Hart Highsmith and father John Highsmith accompanied by C. A. Sailors and Jack Colquitt made an overland trip to El Paso Saturday. On their return brought back several new cars.

Miss Margaret Harper returned Tuesday from Austin, where she attended the summer term at the State University.

Mr. March Coffield and wife accompanied by their sister Miss Leota Coffield left Friday for their old home in Arkansas.

Mrs. J. S. Howard and daughter Nellie Howard accompanied by Mrs. H. H. Kilpatrick and Cornelia Kilpatrick left Saturday morning for a short visit in El Paso.

Mr. and E. F. Knowls and wife accompanied by Mrs. Ed Means left Sunday morning for a few days stay in El Paso.

Mr. and Mrs. O. C. Dowe and family were in from the ranch Thursday, visiting their mother and father Mr. and Mrs. J. E. Wilson.

Mr. Van Adams, wife and little son left Thursday for Del Rio where Mr. Adams will enter the Garage business there and expects to make that their home.

Mrs. J. E. Casner and Miss Marjory Casner of Alpine were pleasant visitors to our city Wednesday.

Mrs. Hans Briam and family motored to Fort Stockton Sunday. They were accompanied by her sister Mrs. Fred Naegle and Miss Lillian Naegle of San Antonio, who will visit their sister there and family for several weeks before returning to their home.

## LEVI'S WIN AGAIN AT CHEYENNE

San Francisco, August 24 1927—According to word just received here, Earl Thode of Belvidere, S Dakota, winner of the World's Championship Bronco Riding Contest at this year's Cheyenne Frontier Days, wore LEVI STRAUSS Overalls all during the Competition and was wearing them when he made his Championship ride in the final.

Ninety-five per cent. of the two hundred and sixty men contestants at the Cheyenne Show (and this includes riders and ropers) wore "LEVI'S".

## MARFA HISTORY CLUB

The Marfa History Club met on Tuesday August 30th, at the home of Mrs. T. M. Wilson with Miss Wilson as hostess. Mrs. K. C. Miller acted as Secretary in the absence of that officer. Roll call was responded to by descriptions of the flags of the world. Two new members were welcomed into the club. Mrs. Yates led an interesting lesson on British Commerce and Sea Power. Talks were made by Mesdames K. C. Miller, McCracken, Mead and Britte.

Music, summer flowers and a delicious refreshment course made happy the social hour. Guests of the Club were Mrs. Wheeler and Mrs. Jones.

## BAPTIST CHURCH

Mr. Van Adams and family left Thursday morning for Del Rio where they will make their home. These faithful members will be missed from our various activities.

It is our privilage to remember the Orphans again next Sunday morning.

Misses Clair and Annie McCracken have gone to Breneau College. It will not seem natural for neither of the to be about the church.

The Royal Ambassadors went to the Pruett ranch for a service and a hamburger snack Thursday of last week. Mrs. Colquitt prepared the food while Mrs. W. T. Davis stood guard.

Supt. Curl was absent last Sunday as he had taken Mrs. Curl to Pecos where she took the train for Van Alstyne. Mrs. Curl will be away for a month.

Hereafter Sunday evenings services will be at 8:00 p. m. S. F. Marsh, Pastor.

## Card Of Appreciation.

We take this means of expressing our sincere appreciation for every kindness shown us during our recent bereavement in the death of our husband and father. Mrs. G. C. Robinson and Family.

## CHRIST FOR ALL—ALL FOR CHRIST

### The Word of God

**BIBLE THOUGHT AND PRAYER**  
If parents will have their children memorize a Bible selection each week, it will prove a priceless heritage to them in after years.

**TRUST HIM ALWAYS:**—Com-mithy way unto the Lord; trust also in him. Psalm 37: 5.

**PRAYER:**—O God, Thou art our strong salvation! We fear no foe with Thee at hand to bless, for even in darkness and temptation Thou art our Light and our Deliverance.

**QUESTION:**—What did Jesus say about little children?

Answer, read—Matt. 19: 13-15

# OPERA HOUSE MOVIES

## MONDAY

Coaway Teale Alice Joyce  
In  
DANCING BROTHERS  
A Paramount.

## TUESDAY & WEDNESDAY

Virginia Valla  
STAGE MADNESS  
A Fox

## THURSDAY & FRIDAY

A First National.

## SATURDAY

Fred Hines  
In  
HANDS OFF  
A Western Picture

SHOW STARTS AT 8 P. M.

## In a Bad Fix from INDIGESTION

"I had suffered with indigestion for 6 years," says Mr. H. C. Dove, R. F. D. 4, Chester, S. C. "I had gotten to the place where I could hardly eat a thing—everything hurt me. I had smothering spells and fell off 20 pounds. I was in a bad fix.  
"I read of Black-Draught and decided to try it. I do not believe that I would have been living today had it not been for Black-Draught. I had gotten to where I only ate milk and crackers, but after taking Black-Draught I began to eat and gradually got my appetite back. I gained in weight and felt better. I have not had a bad spell of indigestion in ten months."  
Theodore's Black-Draught is prepared in a powder from medicinal roots and herbs. In use over 85 years.  
Sold everywhere. 25 cents.

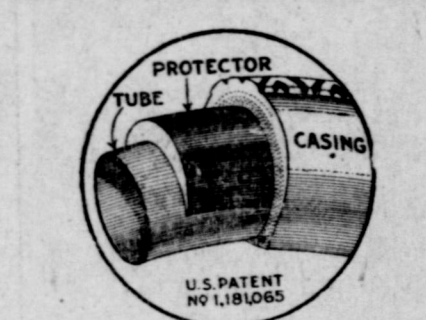


## Mead & Metcalfe

ATTORNEYS-AT-LAW  
General Practice  
MARFA, - TEXAS

## Chas. Bishop

Drayage  
Light and Heavy Hauling  
—Agent—  
Pierce Petroleum Corporation  
Pennant Oils and Gasoline  
— Phones —  
Union Drug Store, 45  
Residence, 108



W. P. Murphy  
Agent.  
Marfa, Texas

JOHN W. BROWN  
Physician and Surgeon  
Office Next To  
Carl's Drug Store

If in town or out of town and need work on your tires. Just call 197 at your service.  
Midway Filling Station

Jettie Grace Pruett was taken to El Paso Tuesday suffering from an attack of appendicitis.

Your Druggist  
Can meet those Glaring Needs. He has every variety of goggles and eye shades. He has lotions and Eye Water to soothe tired, dusty eyes. He can help you see the summer through in comfort.  
San Antonio Drug Co.

ATTENTION—Be sure and buy your Dream, from the "Moon Market" to be given in the early part of September. Play sponsored by the Parent-Teachers Association.

**CHARLIE'S BARBER SHOP**  
GOOD SERVICE  
Reasonable Prices  
Good Shine 10c.  
NEXT TO SCHUTZE'S PLACE

MARFA LODGE Number 536  
A. F. & A. M.  
Meets second Thursday evening in each month.  
Visiting brethren are cordially invited to be present.  
John MacDonald, W. M.  
Chas. Bowman, Secretary

Marfa Rebekah Lodge no 432  
Meets 2nd and 4th Friday  
at 8:15 P. M.  
Oddfellows Hall  
Mrs. Kate Jordan, N. G.  
Mrs. Ida Lee Jordan, Sec.

ROTARY INTERNATIONAL MARFA CLUB  
Meets every Tuesday's  
12 Noon. Longhorn Cafe  
STANLEY CASNER, Pres.  
B. HILLSMAN DAVIS, Sec'y

Let us make Your new Boots or repair your old Shoes  
Our work is guaranteed—  
Prices Reasonable  
MARFA BOOT AND SHOE CO.  
Gotholt Brothers  
Marfa, - Texas

MARFA CHAPTER No. 176, R. A. M.  
Meets 4th Thursday night in each month. Visiting companions welcome.  
J. C. Bean, H. P.  
J. W. HOWELL, Sec.

MARFA LODGE No. 64 I. O. O. F.  
1st Tuesday Night, 1st Degree  
2nd Tuesday Night, 2nd Degree  
3rd Tuesday Night, 3rd Degree  
4th Tuesday Night, Initiatory Degree. All visiting brothers are cordially invited to be present.  
F. W. Jordan, N. G.  
E. F. NICCOLLS, Secretary.

MARFA CHAPTER No. 344 O. E. S., meets the 3rd Tuesday evenings in each month. Visiting members are cordially invited to be present.  
Ms. George Arnold, W. M.  
Mrs. Ruth Roark, Sec.

**Hans Briam**  
The merchant who has practically everything and will sell it for Less  
Marfa, - Texas

When in need of tire repair phone 197. The Midway Filling Station.

?? HAVE YOU ??

WHY NOT NOW?

USE INSIDE FROSTED MAZDA LAMPS  
Better, Cheaper, Efficient,

Convenient By Cartoon ORDER NOW!  
Ask any Employee

Central Power & Light Co.  
Courteous Service Always

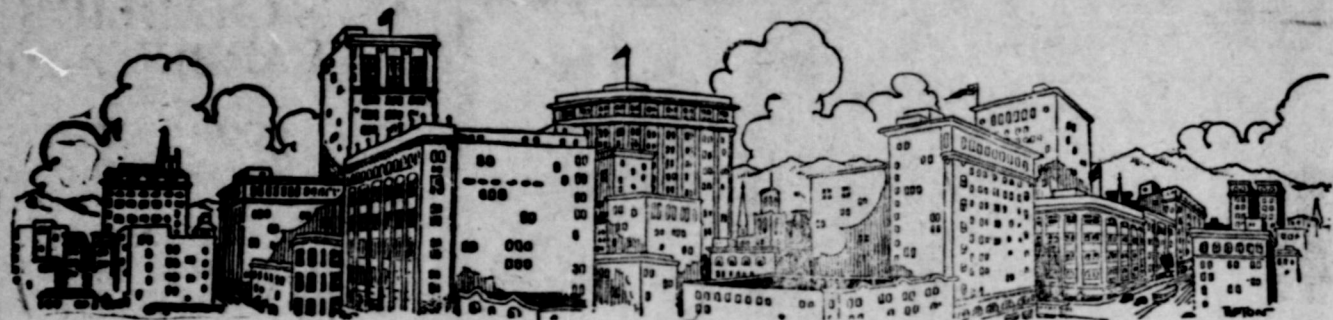
**CHRYSLERS**  
"52--62--72--Imperial 80"

MORE MILES TO THE GALLON  
MORE COMFORT IN RIDING  
MORE PLEASURE IN POSSESSION

The Chrysler is built to cover the long miles Swiftly, comfortable and surely.  
SALESMEN in Marfa, Alpine, Sanderson, Ft. Davis, Ft. Stockton, and Marathon.

**JONES MOTER COMPANY**  
COLQUITT BUILDING, MARFA, TEXAS

ATTENTION—Be sure and buy your Dream, from the "Moon Market" to be given in the early part of September. Play sponsored by the Parent-Teachers Association.



## Come to El Paso!

The Wholesale Market of West Texas, New Mexico and Arizona.

THE FALL SEASON will be a profitable one to the merchant who keeps his stock complete—but not overstocked—who uses the nearby El Paso market consistently—keeping his stock fresh and seasonable as the needs of his customers require—for example, the opening of the school trade. El Paso affords overnight merchandise service to a vast territory—with great reserve stocks from which southwestern retailers may draw. Use this nearby market—such a policy insures safety and profit.

### YOUR RAILROAD FARE REFUNDED

1. To all wholesale buyers residing within a radius of 200 miles from El Paso, whose purchases amount to \$1000 or more, railroad fare both ways will be refunded.

2. To all wholesale buyers residing within a radius of 200 miles from El Paso, whose purchases amount to more than \$500 and less than \$1000 one way railroad fare will be refunded.

3. To all wholesale buyers within a radius of 100 miles from El Paso, whose purchases amount to \$2000 or more railroad fare both ways will be refunded.

4. To all wholesale purchasers residing within a radius of 100 miles from El Paso, whose purchases amount to more than \$200 and less than \$2000 railroad fare one way will be refunded.

5. To all wholesale purchasers residing more than 100 miles from El Paso, refunds of railroad fare will be given in proportion using the 100 mile schedule as a basis.

It is not necessary to pay all of your bills from the El Paso office at once. You may pay in advance of the bills and the balance when you receive your refund.

1927 Fall Market Season  
August 15 to 31

SEE OUR COMPLETE WHOLESAL MARKET

EL PASO CHAMBER OF COMMERCE

"Where Sunshine Smiles for Winter"

Misses Clair and Annie McCracken left Wednesday for Gainesville Ga., where they will enter Brenau College. They were accompanied by their mother as far as San Antonio.

Misses Addie and Maggie Davis of El Paso have been the guest this week of Mr. and Mrs. J. C. Bean.

The Robinson-McCabe Lumber Company changes its name to The City Lumber Company. Mr. A. M. McCabe will be in charge.

W. A. Tullous of San Antonio, prominent oil man, was in Marfa this week looking over the Cotton seed oil plant, which he is erecting here.

#### First Accident On Golf Course.

Last Tuesday Ed Pruett while playing Golf was accidentally struck under the left eye with a driving iron. It is not considered serious but was a very painful blow.

Pat Murphy of the Del Rio ranch in Mexico was a visitor to Marfa several days this week. He reports grass in fine shape out his way.

Miss Francis Mitchell returned Thursday from the S. M. U., summer session, at Dallas.

Harry Hubbard left first of the week for Annapolis, Md., where he will enter a preparatory school with a view of entering the Naval Academy later.

#### VISITS IN PRESIDIO

H. L. Potter and R. L. Jackson of El Paso were in Presidio Wednesday. Mr. Potter is head of the Potter Floral Co., of that town and was here appointing an agent for their flowers. While here he said that he had lived in El Paso for twenty-five years, had seen it grow, and that possibilities were just as great here for as rapid and great a growth. —Border Times.

Fresh Meat & Vegetables, and Oysters in Season



City Meat Market

Phone 230

W. O. Ray

A. H. Karstendick

## Marfa Lumber Co.

J. W. HOWELL, Mgr.

Brick, Wagons,  
Fencing Material,  
Builders' Hardware,  
Carpenters Tools,  
Paints, Oils, Glass,  
Lumber, Varnishes,  
Doors, Sash, Shingles,

"A Satisfied Customer" is our motto.

OWN YOUR OWN HOME

Every Inch a Real Home  
Is This Colonial Type



A LIVING-ROOM forty feet long—that is practically what one has in this exceptionally well planned Colonial house. The living-room extends on one side into the dining-room, set off only by two small china closets, and on the other into the sunroom. The whole effect is one of spaciousness and hospitality.

Another outstanding feature is the downstairs bed-room, which can be used as sick-room, guest chamber, playroom or sewing room, as occasion arises. The stairways are compactly arranged and well out of sight. There are closets and storage space enough to please the most acquisitive housekeeper.

White, cream or grey paint may be used on the siding with shutters, trim and roof in harmonizing colors. The walls and roof are made to resist heat and cold by insulating with celotex. The cost of building may be kept down by excavating only half of the house, taking care to insulate the unexcavated half with a layer of celotex in order to heat the house easily in the coldest weather. A further saving may be effected by finishing off the walls of the second floor rooms with celotex instead of lath and plaster.

Left either plain painted, stained or finished with a dainty stencil such walls are extremely effective and durable.

©, Celotex Institute, Chicago, 1926.

Please Patronize our  
Advertisers they spend money  
in our home town.

## Milady's Shoppe

The only little Shop in the Big Bend that makes the Eastern Markets:- St. Louis and New York every Season,

### ANNOUNCE

The arrival of New Fall Goods, PERSONALLY SELECTED

a lovely line of  
Coats, Dresses  
and Hats.

Your attention is especially called to the  
**\$19.75 and \$29.00**  
COATS.

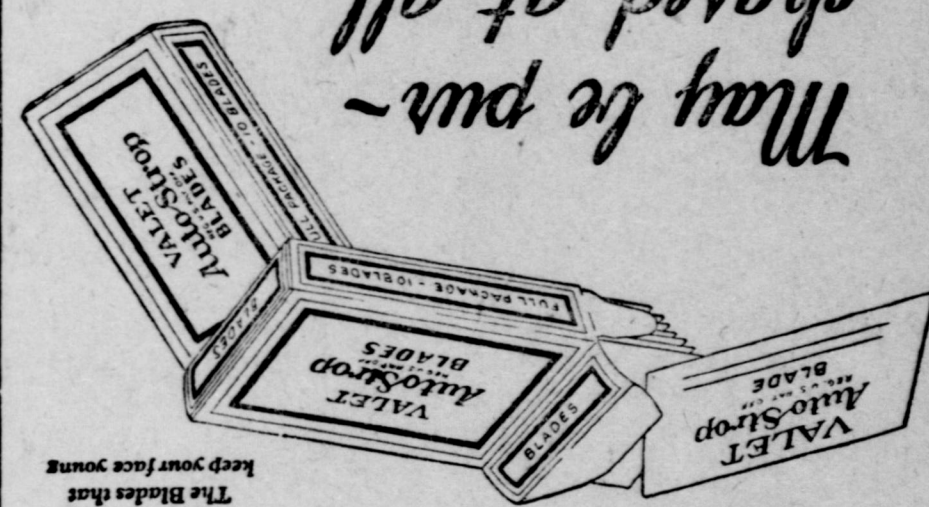
You are Cordially invited to come and see our new Fall Goods.

**Milady's Shoppe**

Autostrop Safety Razor Co., 656 First Ave., New York, N. Y.

VALET Auto Strip Razor

May be purchased at all local stores carrying shaving supplies



A Reminder!  
VALET Auto Strip  
Blades

Adds

IN THE NEW ERA

Bring results. TRY THEM!

## Quarterly Report

of J. H. Fortner County Clerk of Presidio County, Texas, of Receipts and Expenditures, from May 1st, to July 31st, 1927, inclusive.

### JURY FUND—1ST CLASS

Balance .....	\$9,251.01	
To amount received during quarter.....	133.18	
By Amount paid out during quarter.....		\$75.00
To amount paid out during quarter.....		
Transferred to 2nd. class fund.....	\$2,000.00	
By 1½% Commission on am't rec'd.....		1.99
By 1½% com. on am't paid out .....		1.13
Amount to Balance.....	\$7,306.07	
Amount to Balance.....	\$9,384.19	\$9,384.19
July 31, 1927, To Balance.....	\$7,306.07	

### ROAD AND BRIDGE FUND. 2nd CLASS

Balance .....	\$279.12	
To Am't Received during quarter.....	\$9.01	
To Am't received during quarter.....		
transferred from 1st. class fund.....	\$2,000.00	
To Am't received during quarter.....		
transferred from Highway fund.....	800.00	
To Amount paid out .....		\$2,156.57
By 1½% commission on am't rec'd.....		1.34
By 1½% Com. on am't paid out .....		32.35
Amount to Balance.....		977.87
Amount to Balance.....	\$2,168.13	\$3,168.13
July 31, 1927, To Balance .....		181.16

### GENRAL COUNTY FUND. 3rd CLASS

Balance .....	\$6,965.02	
To Am't rec'd during quarter.....	775.96	
By Am't paid out during quarter.....		\$5,933.18
By 1½% Commission on am't rec'd.....		9.83
By 1½% com. on am't paid out .....		89.00
Amount to Balance.....		\$1,708.67
Amount to Balance.....	\$7,740.98	\$7,740.98
July 31, 1927, To Balance.....	1,708.67	

### HIGHWAY

Balance .....	\$821.91	
To Am't rec'd during quarter.....	\$358.76	
To Am't paid out, transferred to 2nd. class .....		\$800.00
By 1½% Commission on am't rec'd.....		5.28
Amount to Balance.....		\$378.29
Amount to Balance.....	\$1,183.67	\$1,183.67
July 31, 1927, To Balance.....	378.29	

### FIFTH CLASS

Balance .....	\$3,626.99	
By amount paid out during quarter.....	NONE	NONE
To Am't paid out during quarter.....		\$3,626.99
Amount to balance .....		\$3,626.99
Amount to balance .....	\$3,626.99	\$3,626.99
July 31, 1927, To Balance.....	3,626.99	

### SIXTH CLASS

Balance .....	\$1,899.71	
To amount received during quarter.....	5.94	.09
By 1½% Commission on am't rec'd.....		
Amount to Balance.....		\$1,905.56
Amount to Balance.....	\$1,905.65	\$1,905.65
July 31, 1927, To Balance.....	\$1,905.65	

### SEVENTH CLASS

Balance .....	\$1,174.17	
To amount received during quarter.....	29.66	.45
By 1½% Commission on am't rec'd.....		
Amount to balance .....		\$1,203.68
Amount to balance .....	\$1,204.13	\$1,204.13
July 31, 1927, To Balance.....	1,203.68	

### EIGHT CLASS

Balance .....	\$1,166.99	
To amount received during quarter.....	5.94	.09
By 1½% com. on am't rec'd .....		
Amount to Balance.....		\$1,172.84
Amount to Balance.....	\$1,172.92	\$1,172.93
July 31, 1927, To Balance.....	\$1,172.93	

Respectfully submitted,  
J. H. FORTNER,  
County Clerk, Presidio County, Texas.

MARFA, TEXAS, August 8, 1927

Sworn and subscribed before me this 8th. day of August A. D. 1927  
W. T. Davis, County Judge, Presidio County Texas.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM



Perfect Comfort - -  
for the woman driver

### An Adjustable Steering Column to Suit Your Convenience

Buick for 1928 is extremely thoughtful of feminine comfort. One indication of this consideration is Buick's new steering column, which may be adjusted to the most comfortable position for women, as well as men.

And in addition, Buick for 1928 has a new steering wheel—slender to fit feminine fingers—yet deep and solid to provide the firm grip men demand.

Buick for 1928 pleases women because it is easier to drive—because it is more comfortable to ride in—and because it is the acknowledged style-leader among motor cars. That's why you see so many Buicks at fashionable gatherings and on the smartest boulevards.

BUICK MOTOR COMPANY FLINT, MICHIGAN  
Division of General Motors Corporation

# BUICK for 1928

## Casner Motor Co.

MARFA, TEXAS

When better automobiles are built, Buick will build them

# Special

Cash Price on "F" Tires

30x3 1-2 Firestone reg. Cord \$6.95

30x3 1-2 Cord Casings - - - 5.90

30x3 1-2 Extra size - - - - - 6.30

29x4-40 Balloon Casings - - -7.35



## J. B. Davis Filling Station

Marfa, Texas

### AUTO MILEAGE FROM MARFA:

WEST	Miles	EAST	Miles
Valentine	37	Alpine	27
Van Horn	80	Marathon	58
Sierra Blanca	103	Sanderson	120
Ft. Hancock	145	Langtry	190
Fabens	158	Del Rio	256
Clint	166	Spofford	291
Ysleta	185	Eagle Pass	324
El Paso	198	Uvalde	333
Mesilla Park	237	Sabinal	355
Las Cruces	240	San Antonio	425

The New Era is located East of Masonic Bldg.

# AUGUST - SEPTEMBER

August 5th to September 15th

## Specil Offer THREE MONTHS

# \$1.90

By Mail and Sunday  
FORT WORTH

# STAR--TELEGRAM

LARGEST CIRCULATION IN TEXAS.

100,000 Daily

125,000 Sunday

# ORDER HERE NOW

**THE FARMER, DISCONTENT, CHICKENS**

By F. W. Kazmeier, Bryan, Tex.  
Mr. Glen R. Frank, President of the University of Wisconsin, in the Wisconsin Farmer writes:—"Throughout the Nation, among many farmers and farm leaders, there is heard a rumbling of discontent with colleges of agriculture." The trouble with our colleges of agriculture, a Wisconsin farmer said to me the other day, "is that they are hammering away on problems of production when we have a surplus and what we want is some light on distribution: What's the point in learning to make two potatoes grow when one grew before if you have to sell the potatoes for less than you sold the one for before?"

In the above statement there is some real food for thought. We cannot possibly ignore such a challenge, put down by many farmers. They are not entirely wrong, neither are they far from right. We do not claim to be able to write intelligently about this subject, as it applies to agriculture, outside of poultry production. We have devoted more than 15 years to the study of poultry production and marketing problems. We know that in some years in Texas we have had an over-production of cotton, at least an over-production, in comparison with the demand at that time. Coming back to the poultry business, we know that there are thousands of people in the United States and millions in the world, that are suffering because they cannot get enough eggs to eat. It is no idle dream, for you to imagine thousands and thousands of children in our cities and even in our rural districts that are actually suffering for a want of eggs. Eggs are really a wonderful food, yet many families never see them on the table more than once or twice a year. Can we truthfully say there is an over-production, when less than a 1000 miles away thousands are suffering for the want of this product. This is a fact, that I can submit as a challenge to any right thinking man.

This summer, store gathered, farm produced eggs dropped to 10 cents per dozen and less; probably below the cost of actual production. It is true a large number of these eggs went on the market. At first glance, we see a large quantity and a low price and the quick answer is over-production. Any one that will actually take the time to study the market, the supply, the quality, the source of production and the method of distribution, will not say over-production is causing our trouble. Let us analyze the question and look at it from the consumers, distributors and producers viewpoint.

Store-gathered farm produced eggs are of a very poor quality. More than 50 per cent must be sold as seconds. Flooding the market with poor and even rotten stuff, most assuredly does not have a tendency to increase consumption, but actually decreased consumption. Our first problem is to improve our products. I firmly believe that improving our products, would more than double our present consumption. I would like to submit to thinking men and women the following problem:

1. Improve the quality of our eggs and poultry.
2. By advertising increase the consumption of our eggs and chickens.
3. By co-operation, bring about a more efficient system of distribution.
4. By improved and labor saving equipment, lower the cost of production.

Times are changing very rapidly even in the field of poultry production. People in cities are converting their hen houses into garages, and going to picture shows instead of working with their back yard flock. Farmers are realizing that a small flock of chickens, say 50 or 100 are not a profitable unit. It seems to be pretty well established that less than 200 hens are not a profitable unit to keep. In years to come we will see great commercial egg factories of a highly specialized order. We will see some communities in which farm poultry keeping will be developed, some farmers keeping 200 and even standard-bred laying hens.

**MEXICO PROSPERING SAYS COFFMAN**

Mexico is certainly coming to the front fast, said "Uncle Dan Coffman, who with D. B. Ervin, returned from a business trip to Chihuahua Sunday. According to "Uncle" Dan, there is enough grass between here and there to feed a million cattle, the wheat, orchards, vegetables and all look in first class condition.

The country seems to be very prosperous now, he said. There is quite a lot of building, the hotels are all full, business is good, and the people are all prospering. People from all nations may be found at Chihuahua, he said.

"Uncle" Dan said that he talked to several people about the prospects for the proposed International Highway, and that all of them were very favorable to it. They will do all they can to put it over.

On the return rip, "Uncle" Dan said that there must have been five inches of rainfall. For 160 miles he could see nothing but water, a veritable sea.

Mr. Coffman and Mr. Ervin went to Marfa Monday to confer with the Board of County Trustees with regard to appropriating the necessary funds for the new highway.

—Border Times.

**NOTICE**

The Central Power & Light Company will hold a cooking demonstration beginning September 12th and on through the week. The object is to educate the people in Electric Cookery. Everybody is invited. Hot Point Electric Range will be demonstrated.

In conclusion let me say our trouble will never be solved in any miraculous way. Neither will any one solve them for us. It appears as tho the problem is placed squarely before us, for our own solution.

**PLAN INTERNATIONAL HIGHWAY CONFERENCE**

EL PASO, Texas, Aug. 30.—(AP)—An international highway conference may be held here September 24, the occasion of Colonel Lindbergh's visit to the Border City, if invitations extended by the West Texas Chamber of Commerce to officials of New Mexico, Texas and the Republic of Mexico are accepted.

Both the Texas and New Mexico Highway Commissioners have endorsed previously the proposal made by the West Texas Chamber of Commerce of holding a joint road meeting, the Manager Homer D. Wade of the regional organization has suggested the date of September 24. The fact that the date proposed is the occasion of the "Lone Eagle's" visit to the border city will assure a full attendance, it is thought.

Governor Orozco of Chihuahua, Mexico, Governor Dillion of New Mexico, Santa Fe, State Highway Engineer of New Mexico and the Texas Highway Commission, were formally invited to attend the conference, and favorable responses are expected within the next ten days.

The prime purpose of the international road meeting as announced by the West Texas C. of C., is to co-ordinate better highways that lead from West Texas to the Republic of Mexico, and New Mexico, while, secondly, it is believed that much good will result from the congregation of officials from the three points.

**NOTICE GOLFERS**

The Marfa Golf Course is a private course maintained for members and their guests ONLY Beginning September 1st a charge of fifty (50) cents per day for non-members will be made. For permits see caretaker in charge. All players subject to club rules.

**MARFA GOLF CLUB**

Sheriff Joe Bunton shipped some fine fat cattle this week.

**COYOTES KILL HIS CALVES BUT HE KILLS COYOTES**

Charlie Pruett said today that he had lost twenty young calves from Coyotes, but after poisoning thirteen of them and roping three young ones he had stopped them. The method of poisoning consisted of using processed Strichnine which was prepared by County Agent R. S. Miller. Mr. Pruett put out approximately one hundred of the poisoned baits which cost one and one-fourth cents per bait.

Pat Murphy and Jim Kilpatrick who are ranching in old Mexico obtained some of the wolf poison last winter when the poisoning campaign was being conducted, and according to Mr. Murphy killed six big Lobos and about three hundred coyotes. They have ordered a large amount of the poison from the County Agent which will be used by a large number of ranchmen in Mexico this winter.

**Some Of Marfa's Latest Improvements**

J. M. Hurley of the Hurley Furniture Store is to turn his present store building into an apartment house and will enlarge his down town store for his large stock of furniture.

Mrs. Joe Humphrey is to put a Tourist camp on the vacant lots just west of her boarding house.

Mrs. J. S. Howard is improving one of her rent houses by plastering and painting inside and outside, has added a breakfast room and a sleeping porch.

The lovely home of Dr. A. J. Hoffmann is nearing completion.

Charlie Tarango has just made quite an improvement in his barber shop by adding shower baths and new Linoleum and repainting inside and out.

Subscribe For The New Era \$2.00.

**John Ashton Leaves (Continued from page 1)**

tions throughout the country after having attended the American Live Stock show at Kansas City, last December, he says:

"To study the typical male as bred and born in the ranching districts of Texas, New Mexico, and Arizona, a walk around the pens in the stock yards this week will amply repay him. I often wish I were an artist to sketch some of these fine specimens of humanity. Some of them are so unsophisticated and loyal to their vocation that they come to Kansas City with their high cowboy boots and narrow, high, shot-under heels. They breathe the spirit of the great Southwest, and most of them have gray eyes with a far-off look as if they are forever looking for some familiar object on the horizon. They give one the impression of great virility, ingenueness, self-reliance, and moral strength, men inured to physical hardships and feats of endurance, the kind of men the neophyte would instinctively rely upon to get him out of a difficulty when riding the plains or mountains. They are the children of their environment and calling and splendidly characteristic of this great American Industry."

Subscribe For THE NEW ERA!

**Highland Calf Winner (Continued from page 1)**

prizes given by the parties who raised these calves and feeders of Louisa County, Iowa.

There is a reason why Highland calves command the high prices they do, is they go to any state and if given the right care will put on a big gain sell as high on Chicago market and when slaughtered dress a greater per cent of beef.

**Marfa Grad Popular (Continued from page 1)**

Dramatic club, the Writers Guild the Ex-Students Association and the Student Council. In most of these organizations he has held high offices. Besides his literary and social activities Mr. Mellard has been for four years a member of the "T" club and a baseball star."

**CATTLEMEN MEET**

We are informed by Hon. J. D. Jackson that the meeting of the Committee of the Texas and Southwestern Cattle Growers will be held at Marfa on the 6th of this month.

**Budweiser Real Hop Malt Syrup**

Send for booklet of recipes for candy making and baking



Buy from your neighborhood dealer

Budweiser Real Hop Malt Syrup is one malt you can't go wrong on. For it's a 100% pure extract of choice Northern barley blended with imported Saazer and finest domestic hops by America's foremost maltsters. And it's backed by a name that has meant top quality for 70 years!

You'll know why it keeps growing in favor the very first time you try a can. You'll find it's worthy of the name you see on the label.

ANHEUSER-BUSCH, St. Louis

Strictly Union Made

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MARFA, TEXAS

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- SAMSON WINDMILLS
- ECLIPSE WINDMILLS
- GASOLINE ENGINES
- PIPES AND WELL CASINGS
- PIPE FITTINGS AND VALVES
- CYLINDER AND SUCKER RODS
- PUMP JACKS
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ENTIRELY new FORD car is almost ready. Road tests show unusual speed, pick-up and stamina. Beautiful new low body lines will delight you.

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