

[^0]bind concert


Beef Industry In
Texas Hard Hi



Wore Liquor on
Hip; Could Not
Shed His Pants


Program of The
Davis Mountain Park Committee







withneses. to some or the raids, he
 In a statement mate at sum





THE NEW ERA
MEW Efte Printing Compan
(Incorporated)
Subseription, per Pear advertising bates Cisplay ad, run of pa
frst page, 25 c per ineh. One-
ineh.
Ads. in plate form, 15 e per inch.
Legal advertising, Legal advertising, 10 eents per
line first insertion, 5 cents per line each subser, went insertion. Cards of thanks, 50 cents.
Bank re, orts, 10 cents a line.
 Obituary notices, 5 cents
minimum charge 50 cents. Money expended
is a good investment.
It is impossible to get out a good
tocal paper without home loeal paper without home patronage.
$\# \% \% \%$ If you wish to make the editor of
the struggling home paper feel like the struggling home paper feel like
committing a breach of the peace committing a breach of the peace
present him with a bill on a state-
ment printed about 1500 miles awas. ment printed about 1500 miles away.
If you wish to advertise your busi-
ness and at the same time build up
your city, patronize vour home pa ness and at the same time build up
your ceity patronize your home pa-
per, and therefore per, and therefore help make
paper worthy of the community
which you "live move and have you being." $\because \% \% \%$ 娄 WHY NEWSPAPERS FAII The life of many small town newspapers has been seriously menaced,
and, in many cases, destroyed, by some of the home merchants discon-
tinuing their advertising patronage tinuing their advertising patronage
during the dull season of the year They seem to have an idea that they
save just whatever they have been spending for advertising, when as a
matter of fact, they are losing by such course. The sebsscriptoion
price of the average weekly does not more then cover the present cost of
the paper on which it is printed. con the paper on which it is printed, con
sequently no surplus is earned from sequently no surplus is earned from
this source. By cutting out their
advertising patronage the advertising patronage the local pa-
per loses its principal means of support and necessarily will soon have-
to cease publication to cease publication, as few of them
have the means to carry on a losing lave the means to carry on a losing
business. The local paper chroni-
cles the doings and happenings of the town and community and is al-
waye keen to make known the adways keen to make known the ad-
vantages it possesses in the way of
roads roads. schools, churches, desirable
location for good citizens, and its location for good citizens, and
importance as a trading point. importance as a trading point.
Economy is a good thin gto prac-
tice in flush as well as dull times Economy is a good thin gto prac-
tice in flush as well as dull times,
but sometimes it is misdirected. but someti
Exchange.

What does a newspaper owe ITS READERS
The relation of a newspaper to its
readers is one that at times is worth readers is one that at times is worth
thinking about. Is it purely a busithinking about. Ts it purely a busi-
ness relation in which the subscriber
pays so much per year for the paper and the publisher contracts to give
in his news columns accounts of in his news columns accounts of
pink teas and lemonade socials, or that Mrs. Jones took dimmer with Mrs
Brown. and Smiths baby has the mumps? Or does not the averaze
publisher expect to give more than publisher expect to give more than
is inellodedi in a normal business re-
lation? And doesn't the readre expect more? If it was a pure busi-
ness relation, a matter of dollars cents. the average pulisher would
charge more par annum for a sub scription. Eliminating , very thing
but news few if any of publishers of the country could 1 sup-
ply the paper of anythine lik.. usual charge per year. W, faney
that the averaze publisher likes to think of his readers as all compris-
iag one big family havinz many things in common and who feel that when they receive the paper ach
issue that they are getting more than
the twa the two or three cents it costs hem.
We are inclined o think that beWe are inclineil one paper and its
tween the averase pase reader there is a relation that is bevond and above pure business relation. The paper should
give that which passes as current news, to be sure. but over and abov
this it must give a community ser vice that cannot be measured in dol-

## New Shipments

| New Rugs | - | $\$ 3.75$ to $\$ 43.00$ |
| :--- | ---: | ---: |
| New Draperies | $-25 c$ to $\$ 1$ per yd |  |
| Window Shades | $-\quad 50 c$ to $\$ 4.25$ |  |
| New shipmerit in all lines just arrived. |  |  |

## Livingston $\mathbf{M a b r y} \mathbf{C}$

The Marfa National Bank cartal ant structs stac.an

Solicite suur seceounss on the best


UNITED STATES DEPOSITORY

## MODEL MARKET

Headquarters For
Fress Meat and Vegetables.
Phones 19 and 60

## Purity Blackleg Vaccine

It Stands The Test MAC'S DRUG STORE

## Maria Electric and Ice Co.

W ater---Electricity --Ice

Marfa Manufacturing , CO.
(INCORPORATED

## BLLCISMITH, MCCHNEESSHOP

and Garage


## Marfa

Texas


Notice this delicious flavor when you smoke Lucky Strike the toasting process
(Si)Thenicen obuec.S


Page seven

THE LORD'S PRAYER in a POEM
The following composition in which the unknown author uniquely fitted
"The Lord's Prayere" was foumd on a battle field in South Carolina during The Lords Prayer," was found on a battle field in South Carotina during
the Civil War by a brother of Mrs. S. B. Helmer, of Kendalvill, Indiana. Through an old comrade and very dear friend a copy of the prized poem
came into the hands of Major John W. Russell of Denver, Colo, and again came into the hands of Major John W. Russell of Denver, Colo, and again
through a frind of the writer of tits explanation a copy has recently been through a frind of the writer of tits explanation a copy has recently been
received from Denver. He values fie poem. not only because of its historic features, but because of the beautiful and worthy sentiment. The poem
bears the interesting date of July 4 . 183 . The original is printed on heavy bears the interesting date of July 4, 1823. The original is printed on heavy satin and is a literary curiosity. It is supposed that some soldier lost it on
th batle field. Ozona stockman: "Thou to the merey of our souls To do our duty unto There
To whom all praise, all honor should be given. Who art in heives
For Thou art the Great God:For Thou art the Great God: hou, by Thy wisdom rute
whole frame,
Forever, therefore
Forever, therefore-
Let nevermore delays divide us from
Thy glorious grace, but let
Thy glorious grace, but let-
Let Thy command opposer be by
But Thy good pleasure and
And let our promptness to obey be even
The very same
Then for our souls. O Lord, e also pray
Thou wouldst be pleased to
Theon wouldst be pleased
Sufficient raiment and
With every needful
With every needful thing do
And in Thy merev pity-
And in Thy merey pity-
All our misdeeds. for Hi mwhe
To make an offering for-
And for as much. O Lord, as we
That thou will pardon us


That thou will pardon us
that love teach, wherewith Thou dost
acquaint us,
To pardon all
THOSE WHO
nd though cometimes we find we have forgot
This love to Thee yethelp-
Through soulr or body's want to
Nor let earthis gain drive us
Let not the soul of any true beli
Let not the soul of any trial
Fail in the time of trial
Yea, save them from the malice of the devil.
And both in life and death keep-
Thus pray we. Lord, for that of Thee
Thus pray we. Lord, for that of Thee from whom
This may be had FROME IS THE KINGidOM.

This world is Thy work, its wondrons story THE POWER AND HE GLOR
To Thee belongs-
But will remain foreve
Thus we poor creatures would con
And thus would say eternally

FOR BETTER HANDLING OF FREIGHT CO-OPERATION
WOCLD BE APPREGA
hard to be good

$\qquad$ | er |
| :---: |
| ther | or to keep from being bad. F

here are there areep more and more laws
the bat.

CHEMCHENOTICES
 Paul's Episcopal Church Holy Communion 7 to 11 a. m. at Preachin
Sunday in each month Sunday in each month. 10 a. .
School and Bible classes 10 . Morning prayer 11:00 a. m . The elcome of the rector extends eo all men in uniform and embrac-
es every unit in the Big Bend coun es every unit in the Big Bend coun
try. Rev. F. M.
Raptist Chureh
Sunday School 10:99 a. m.; preach-
ing 11:00 a.
ing 11:00 a. m.; Y. P. M. 6:30 p. m.
preaching 8:15 p. m.
hallowed be thy name
y
thy Kingdon come
THY WILL. BE DONE

## ( Eabth as tis in heave

 Give us this day OUR DAIIY bREAD AND FORGIVE US our trespasses as we forgiveReal Estate and Live Stock
Grass and Oil Lands Speciatly
Lee Means--Alford E. Means Valentine, Texas

# MARFA GARAGE 

FELTS \& HUGHES AUTOMOBILES FOR SALE FIRST CLASS REPAIR WORK DONE.

Our Prices are Reasonable and our Work is done under a GUARANTEE We make a Specialty of Battery Work and our Fecilities for Charging your Battery are FIRST CLASS.

We will soon have a Full Line of New Cars on Display
ลै In our Show Rooms
LOCATION:
Same side of Street and one door South of OPERA HOUSE

PHONE No. 213. CALL US AT ANY TIME Your Patronage Will be Appreciated.

## When you come right down to reason, what is there to "discount tires -

1
 wonderful tire bargain-ask some how much value he ought to him for each dollar of tire money

It's astonishing that any car owner today should not know all the tire service he is entitled to.
Nor how to check up between the economy of par quality on one hand-and big discounts, surplus stocks, discontinued lines and retreads on the other.

For two years U. S. Tire makers have been telling the American people all about tires. They have laid open the tire business from every angle. They have always led the fight for better tires.

They have consist
ently maintained quality first standards with certain economy for the tire buyer
They have established 92 Factory Branches all over the country. Perfecting U. S. distribution so that you get a fresh, live tire every time you buy a U. S. Tire.

So when a man once decides on U.S. Tires he knows what he is getting in quality-serviceeconomy.
In support of hls own judg. ment he gets the pledged word and reputation of the largest and most successful tire concern in the world.
A sound reason for the fact
 U. S. Tires on more cars than ever this
U. S. CHAIN TREAD One of the few tires of which it masy be said that the which economy year in and jew out


## United States Tires United States (ab) Rubber Company

ALAMO LUMBER CO., Marfa, Tex. JAMES HALPER, Marfa, Tex. W. P. HENSON, Alpine, Tex. FT. DAVIS AUTO CO.. Ft. Davis, Tex.

## Mitchell-Gillett D.G.Co.

----Incorporated--
New Arrivals
Miss Manhattan Coat Suits and Dresses, youthfulness,good material,faultless workmanship and reasonable prices distinguish all the Miss Manhattan Coat Suits and Dresses, made in all the newer goods,Velour,Tricatine,Yalama,Tweed Revalo,Pola and Cut Bolivia, also featuring Doris Dresses,Redfern Coats and Suits and Betty Wales Dresses, all the best brands and styles to be had.
We will be very proud to show you these new creations which we know are the SEASONS VERY BEST Our Stocks are now complete in allDepartments,many thousands of dollars in New Merchandise received in past week

Visit our Store now and see the many New Goods for Fall

Mitchell-Gillett Dry Goods Co.

Great Deposit of Potash May be Discovered in West Texas




[^0]:    MEXICN GENTENIII.

