The NEW ERA'S Campaign Slogan Is:-- "A,Winner Never Quits" and "A Quitter Never Wins."

## NEW ERA's AUTOMOBILE PRIIE CAMPAIGN ANNOUNCED

 | "FROT ROSGELEL" |
| :--- |
| LIKELY | S2,000.00 IN PRIIES To BE AWAROED Chrysler Sedan Heads the List of Prizes FOLLOWED BY VICTROLA, FURNITURE, WRIST WATCH, MERCHANDISE AND CASH

 old Eller of the St, Pauls Episcooal ington, the man Mason, Soldier, sta-- of War Davis stating that the name
oteman, and Father of his Country, as "Fort Roosevelt" would be ayailable Wurch of Marfa, were held Monday evening at the family residence. At follows: mains were interred in front and to
 and Cook acted as pall bearers. $\quad \begin{gathered}\text { Mrs. T. M. Wilson. } \\ \text { Vocal solo-Mrs. Jno. W. Brown. }\end{gathered} \begin{aligned} & \text { designated by name until land has } \\ & \text { been acquired there. The name }\end{aligned}$
 had been a resident of Presidio. He He
was bern in Selma. Ala., on June 15. Maj. C. E. MacDonald.
dier

 Marfa will be available July $\mathbf{1 , 1 9 2 7}$,
under the current War Department signing his commission in the Bri- Solo-Lt. Wison. N. A.
tish engineering corps to come to Two Minute Talks-Visitors, Past this councry. He became first en- Masters, etc.
tineer of the B. \& O. railroad.
Orelhestra, Major Millington was in charge of Refreshments.
the Confederate fortifications at Mo-- Dismissal- Rev. S. F. Marsh.

bile, Ala., and later became intrested Jno. E. MacDonald, Toastmaster. | $\begin{array}{l}\text { in coal mines at Selma, Ala., where }\end{array} \begin{array}{l}\text { Jo. E. MacDonald, Toastmaster. } \\ \text { Short addresses were made by: T. } \\ \text { W. Walter T. was born. } \\ \text { M. Wilson. Past Master of Alpine }\end{array}$ |
| :--- | Mr. Millington graduated from the Lodge; Mr. Petross, Past Master of nigh school atPhiladelphia and later, the Marfa Lodge; John Bean, also

studied enginecring at Bryant and past Master of the Marfa Lodge, and
Sudite Stratton college. His first work as .J. B. Davis. Past Master of Fort Da--
an engineer was with the D. \& R. G. Vis Lodge. He afterwards was for several years The occasion will long be remem-
chief enginer in the quartermaster berred by those present as not only department at Fort Sam Houston, mont intertaining but inspirational. San Antonio. Refusing a major's It is well to keep in memory our
rank in the army corps of en- great Americans, their patriotic
gineers, be began the locat̄on of the deeds and mant sacrifiecs. Especiat gincers, be began the location of the deeds and many sacrifices. Espeçiat steries written by the applicant.
S. A. \& A. P. Av.. which the loceted and had charge of construction. He "So he appears on Historys lasting dation written Mrs. Cobb by the Continued on Page 5 .

EVER YBODY WINS PRIZE OR CASH COMMISSION
COMPETITION OPEN TO LIVE-WIRE MEN AND WOMEN, and boys and girls, of this vicinity; costs NOTHING TO TRY-TURN YOUR SPARE. TIME INTO MONEY
$\qquad$ want to double our circulation, and we wish to accomplish it in the next To acquire this in this short space of time, we have inaugurated and an-
The nounced in this issue our great "Salesmanship Club" campaign-the biggest undertaking of its kind ever undertaken in this part of the State for
any town several times the size of Marta. any town several times the size of Marfa.
The "Salesmanship Club" is just what The "Salesmanship club" is just what its name implies.
Potently, we are all salesmen, lacking only the one opportunity to turn this natural gift into urofit, you may have latent powers within you ${ }_{l}$ and ask them to subscribe for it. So,
which, when developed, will lead to which, when developed, will lead to what ever selling ability you may
heights of achievement and afflu-
bave can be tested now, with abso-

 fi ergetis, men and women, married or This is not a "popularity" or beaut
of single, of this community, the op- ty" contest. It is a test of salesman-
 I $\begin{aligned} & \text { portunity to test their ability in ship ability, and every one who joins } \\ & \text { salesmanship. Experience is not nec- the club and who remains active }\end{aligned}$ salesmanship. Experience is not nec- the club and who remains active
essary. All that is required is that throughout the campaign (just six
you utilize your spare time and en- short weeks) will be richly paid for s you utilize your spare, time and en-- short weeks) will be richly paid for
every effort put forth. There will
yergy. ergy. be paid to the amount of $\$ 180$ per body wins either a prize or a cash ee paid to the amount of $\$ 180$ per
week for his or her work diring the either a prize or a commission-commission being 20
next six weeks, and others will be per cent of all money collected on next six weeks, and others will be per cent of all money collected on
richly paid, all oror spare time.
subseriptions, provided you remain
The easiest thing to sell right now aetive to the end of the campaign The easiest thing to sell right now aetive to the end of the campaigr
is the New Era. People all over this and you do not win a prize (See
community want it community want it., and are just| Rul

## $\$ 9000$. $^{00}$ New Spring Mdse. $\$ 9000 .{ }^{\circ}$

THESE NEW GOODS ARE MEETING WITH THE APPROVAL OF OUR CUSTOMERS. WE INVITE YOU TO LOOK THESE NEW GOODS OVER.
Our's is the House of Standard Trade marked Goods, no "May be" so
Goods sold. We've got to "Know" they are good.
WE SELL AND RECOMMEND
Colonial Silk Crepes and Taffetas, Munsing wear Hosiery, Munsing wear Silk Bloomers, Vests, Step-ins, Teddies, McDonald Shirts, perfecto Shirts, Kerry cut Unions for Men and Boys, Munsing wear Unions, Walk-over Oxfords, John C. Roberts Oxfords, Tom Sawyer's work Suits and Coveralls, John B. Stetson's, Staple \& Novelty Hats, Etc.
---These Trademarked Goods compare favorable with those handled by the Best Stores in the Country.--
Honest Now, You know Our Cash Price Grocery Dept.
Is the "LEADER" of the "BIG BEND" the best "Assortment" of the best "EATS" at the best "PRICE". Watch your neighbor. She' is puttin' all her Grocery Orders hereand she's puttin' a nice little sum --she's saving-- in the Bank That's our Invitation To Trade Here. MURPHY--WAEKER COMPANY

María 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 Mus.Ticheri - Shottening
For doughnuts and all


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1
$$

## President National Live Stock

 Association noted Texan\author{
Quarterly Report <br> 
125.000 Acres in Presidio County

|  |  |
| :---: | :---: |
| Cor | NOTIC |
| T |  |
| Held at my home in Marfa are a |  |
|  |  |
| lot of extra fine fruit trees, fròm,the Austin Nursery, consisting of |  |
| Apples, Apricots. Cherries, Figs, |  |
| Pears, Peaches, Pulms, some Black Berries and a few choice Roses. |  |
| I offer to replace all trees not 3 - |  |
|  |  |
| by June io, 1927. Reasonable care. in |  |
| expected of purchaser <br> ceither peaches nor |  |
| Pears have made an absolute fail-ure at my home. Still more encourag |  |
|  |  |
| ing to the fruit lover the earliest Woman's |  |
| looming Apricots in Court Housesard have made two full crops in |  |
| - nearly all fruits everywhere Come and see me. |  |
|  |  |
|  |  |




Be independent of outside ice supply next summer-and forever!


## Install Frigidaire now

NCE Frigidaire is installed in, your home, you
are forever free from the need of outside ice
 ters.
At
charg
 individual fight ensued between Sam
Neill and a Mexican officer. white
Van, with steady nerve and certain
 were trying to enter the house trom the past four years has been one ot
the citys commissioners. He has al-
the rear. He riddled the bodies of
the rear. He riddled the bodies of
two with buckshot. and atter an
hour's skirmish. the Mexicans re.
treated some distance away, taking
their dead with them, where they
halted and sent a boy to the Neills ways shown great interest in state
and national aftairs; for many years
has been one of the leading and achas been one of the leading and ac-
tive cattlemen of the State, and pres-
ident for many years of the Panhan

die and Southwestern Cattlemen'e | halted and sent a boy to the Neills | $\begin{array}{l}\text { die and Southwestern Cattlemen'e } \\ \text { with the demand that they } \\ \text { der }\end{array}$ |
| :--- | :--- |
| der. |  |


 the Americans that if they would
turn over to them (the Mexicano
the etore and horses, no other attack
would be made. The house was fill-- $\qquad$ It hask for Charity
give one-tenth of cuistom farge years to
charity, cheorfully and without os-
charity lentation. In June, 1898, Brike mar-
ried Mise Edia Anderson of Misouri, who has proven a true helpmate.
He has only one child, Hester, who
RANCHERS REGEIVING PURE- RaNCHERS RECEIVING PURE-
BRED BREEDERS
The Elisnore Cattle Company re
with two Mexican passengers. In-
stantly Mickey was dragged from the mail hack into the store where his
body was found after


Wt ceived this week twenty-one head of
two year old, registeréd Heréford
hulls from W. B. Mitchell of Marfa,
and Pryor and Wilson also receivand Pryor and Wilson also receiv-
$\qquad$
rove up. Van of the same class. These animals

| gresence of which were bred and raised on a |
| :--- | :--- |
| ge of Mexican famous Hereford farm in Illinois, |


famous Here bred and raised on a
farm in Hlinois,
are of the purest strain obtainable

$$
\begin{aligned}
& \text { Dorthy } \mathrm{M}_{\text {his }}^{\text {to the bandits }} \text { tam, and are among the finest animals } \\
& \text { ar. Confusing } \\
& \text { ver placed oń Pecos County ranehes. }
\end{aligned}
$$


Oet. 31,1926 Balance
To amount received during quarter.
By $11 / 2 \%$ Commission on amt rec'd. ..... Amount to balance
555.06
592.62Respectfully submitted,

# The New Era Annou OPEN TO ALL "EVE SALESMAN: \$2,000.00 IN PRIZES 

IN A SIX WEEKS' subscrirption campaign, just starting, competition is of the more ambitious sort residing in this and surrounding territory. I PRIZE or a liberal CASH COMMISSION. Read this announcement caref them in today. Remember, a good start is the battle half won. Take ads

THIS PLAN IS NEW.
THE REWARD IS
CAMPAIGN OFFICIALLY OPENS SATURDAY FEBRUARY 26th.

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## The Rules and Regulations

thnn wht person of pood character reididng in.
this eity or turrounding teritiory, is eligibile to en. tor and compete for ar prize. No. Nom inat
mado et any timo during the lection 2 -No emploge or near relative of any emplose to


 ed from the papere. $\leftarrow$ Candidateo ore not confned to their oun prer
 thit woetion, ort for that matter sanjwhere in tho Untod stater

- Coub mut oceompany ill ordort vere credite


 atre to vote tor thatr fivortte. subberibers thou
 ount ovbecriptiona.



 terrod subeription, will bo vubject to di
Qnyy collusion on the part or cennaldatet to nul uity competition or any other cembination sernangs.
ment of effor to to the detriment of candidatee of thit

 10- Any ballot tusued on tubberiptions may be held

 iration date appearins thereon.
L1-In ovent of a tie or ong one of the prizes.
rize identical in tizent.
$12-$ No statement, avertion, or promise, elther writ
 or condidatee will be recogn
or the campaign mansement
$13-$ In case of typopraphical or other orror At is on-
derstood that neither the publishera
nor the cam-


 subberiber.
 extended at any time during the compoign beyond the ame vote value aithouzh
10-It bo dibtinctly understood and ascoed thast can. didaten will be responatble for all monest colloteded
and that they mill romit ouch amounte in toll at
 dopartment



 the diacrotion of the management become disgal. coind mind
comit.
12-To Insure basoluto farmenes and mpartantity in the amrding of the prizon the campatise vill bo







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 the protection ot the intorecest or or ooth the eundididtor and hits newspaper. The rizhat to lito roeerred to ,
 Trite, the decitioi of of the manas sementat vill bo bocelute and Anal.
In aceepting nomtnation




 be issued o neve club of $\$ 20$ turned in. Wis special offer will remain
$\qquad$



# nces A Mammoth RYBODY WINS!" iHIP CLUB \& COMMISSIONS 

open to men and women, married or single, boys and girls, costs nothing to try, and every participant is guaranteed a ully --every word of it-then clip the coupons below and send rantage of this opportunity to make your dreams come true. BIG. THE WORK IS EASY.

## ital Prize 2SEDAN <br> 

11,075.00 nodel, Purchased and on display CO, Marfa, Texas
nd Prize
C VICTROLA ENZA"
IBER 830
8300.00
nent. Gredence type cabinot in mahogany finish, Cutric grive be brake f.
minute sevinin motor.

ILECTRIC SHOP

FOURTH PRIZE
Wrist Watch
Valued $\$ 50.00$

 pirece in the watect being earrial

SLACK AND JONES

SIXTH PRIZE Bank Account OF
$\$ 20.00$
 a hanking accemunt with the
marfa state bank

Eight Prize \$10.00 Mdse. Order
 sent

## CAMPAIGN CLOSES

 SATURDAY APRIL 9th.
## The Plan Is Brief

Cription list of the NEN ERA and advance subseriptions from present ar old subseribers subd the samm time to afforl our irriends and readers an opportunity to profit, and in a big way, the ultimate gooud of all concerned In order to gain this end quickly and adrantageously, the $m$ ost valuable and attractive list of tribution among those who participate most heartily. Ambition and energy are the only requisites for success. The plan adopted is the fairest and The plan of the campaign is straight forward and simple remain is as it is throughont the campaign. ment. Read it throughly and carefully.
petive proposition, not one element of chance connected with it whatever. $\pi$ is is for enterprising men and women and boys and girls.
One feature of this
who do not win a prize will be paid a cash com-mission of 20 per cent. You must be Astive to the
HOW VOTES ARE SECURED
The first step is to call on or write the campaign manager, for a free working outfit (consisting of a special receipt book, samp of
tive campaign).
Thus equipped, you have but to go to yous friends and neighbors, relatives and acquaintences and have them clip the free cupon from this paper. One will appear in each issue of the NEW ERA. The oftrer aad fastest way is to get votes by securing subscriptions, renewals, paid in advance
from those already taking the paper or entirely new subseribers. On each subscription turned in a certain number of votes are issued, the number varying according to the amount paid, and during The more subscriptions you secure the more von can gat and the better your chances are to secure one of the capital prizes. ene of the capital pripe

PEARLS FOR EVERYBODY brothe
G.
boretary. Here is a departure from the regular campaign plan. This is what we call a developement def ace
ment. The Wimning of these pearls in nowise jopardises your chances of any of the other
 or cash commissions. The tampaign manager wishes to interest candidates in the work and APTKs No a neeklace of these beautiful pearls to each and every candidate who turns in one club ofe $\mathbf{8}$, meete the worth of business. This is a single strand of 30 inches La Perfection pearls, with rhinestaesdag eveoungs in
ling clasp, Onlv one string to a candidate. Get busy, get your working outfit aid secure strings of pearls at least. aembers are Visiting


## Where it went

There are set cars and trucks in
presidio Presidio county, of which over hair
are. Forts. This leaves 393 of other are Fords. This leaves 333 of other
makes, costing on the peerage of
steen
 a Ford would have cost. Had all of
these cars been a
total saving in
 first cost alone of sas3.00.0.0. Think
of it then all to it easily another of it then all to it easily another
ssaboco..00 tor additional arpenees

 mon inst cost alone gan
Marta to satisfy $y$ what?

Think it Over Here was sss, moo..00 tor the first
cost alone of these cars not to men cost alone of these cars (not to men-
Lion a a still stater sum nor upkeep. operation, eve) which could have

been added to presidio county save| been added to |
| :--- |
| ins accounts. |

Think it Over
\$393,000.00 could have been saved (if these 824 cars had been Fords,
in lower purchase price alone) and in lower purchase price alone) and
this vast sum could have been used to buy Groceries, Clothing, Shoes, Furniture, Musical Instruments, RaFurniture, Musical
dies, Hardware, etc.

## Think it Over

is $\$ 393,000.00$ for the first of these cars which
gone into buying Marta

## - is not bought - is not bought the ramentum by ne  date ins. int int ion.  

WASTED -- $\mathbf{~ 3 9 3 , 0 0 0 ~}$ IN PRESIDIO COUNTY Now You can figure it out for Yourself

How much per mile does it cost you to operate your car? Do you know? Did you ever try to figure it? Can you figure it ? Here is how- Try it.
From our observation and experience, we believe the average car owner run his car 12,000 miles per yeartrades his car in and gets a new one every two and one-half years -30 months-total miles used 30,000 ; at the following average cost under average condilions and usage.


RD figures are based on our records, with ? to make them unusually conservative. For ${ }^{\text {HIIF}}$ we say 50\% Depreciation on Ford Climber ie Pride, yet everyone knows a Ford carries

The I obser ers,

A Marfa business man
who employs several people came
in and bought a Coupe for his own in and bought a Coupe for has own
use, This advertisement was being complied and was shown to him.
He said, "Yes, you are right, sailors. 1 figure it costs me 81.50 to $\$ 2.00$ every day I drive my car. I am buying the Ford because it is good business. Moreover, I want to give my employee an example of thrift."

Which Bank Window? Do you visit the "Note Paying" window each month? How greatly are re s problems simpler, who can deposit more money to his own
credit.

Paying Just Debts I few could have bought Fords indifference to have paid all their honest and
left on hand.
cation, repair and upkeep. $\cdots$ If not done, increases depre-
cation, repair and upkeep.

FILLING SțATrore.



