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

S. W.Dawson of the Kansas City Drovers Telegram, Frank Farley of the American Hereford Journal, J sas City Star and Jack Mansfield of San Angelo, Texas, and Indianapolis Indiana, repreenting large ranch interests, were in Marfa the past three
days, guests of the Highland Heredays, guests of the Highland Here-
ford Breeders Association. In comford Breeders Association. In com-
pany with W. B. Mitchell and other prominent cattlemen of this section, these men visited several prominent ranches in Presidio, Brewster and
Jeff Davis counties, Jeff Davis counties, among which
were those of D. O. Medley. J. W. were those of. Espy, Mitchell Bros., A S. Gage. H. L. Kokernot and J. B.
Gillett. An informal recention and Gillett. An informal reception and dinner was given the visitors, Satur-
day, at the Highland Cafe, day, at the Highland Cafe, at which
time, constructive talks were made by each, supplemented by those of
T. C. Crosson, W. W. Bogel, and W.
B. Mitehell. T. C. Mitchell. B. Mitchell. T. C. Mitchell, presi-
denit of the Highland Association, conducted the meeting and J. C. Ful the Chamber of Commerce, comed the visitors. Dawson of the Drovers Telegram stated that he had
visited the Highland section of the visited the Highland section of the
Big. Bend every year since the organization of its. association ten
years ago, to find each time, the

marfa scene of $\$ 20,000.00$
fire at noon tuksday uessday about noon the plant
lie Presidio Cotton Gin and Oil caught fire, and in a short time wa completely gutted. The firemen
from the Post were soon on hand but action was delayed for want of
water, even if not thus hindered s extremely doubtful whether the plant could have been saved with at this difficully. The plant was ernd at a cost of about $\$ 80,000.00$ time the buildings contained out 75 tons of cotton seed and
ons of cotton seed cake ons of cotton seed cake sacked.
Some are of the opinion fire originated several yards wes blowing at the time a little south of der, Mr. and Mrs. W. P. Fischer, Mr.
ble west. The J. M. Radford Grocery and Mrs. Lee Fischer, Mr. and Mrs.
Companys building was only about L. C. Brite, Mr. and Mrs. Ben Pruett.
6o feet east of the burning plant, and J. H. Coker, G. A. Howard. Den oneet east of the burning plant, and J. H. Coker, G. A. Howard, Den
only by the efforts of those on the Knight, J.. C. D. Hubara, T. C. Cros
roor of the Radford building by son, and Ernest Williams. roof of the Radford building by son, and Ernest Williams.
keeping a stream of water along the
west end, prevented it from catehing
CONFEDERATE Moncment


# Cirrsiter "50" is chief gaal 

# Easy Picking For Someone To Win Splendid Prizes--- Big Bend Territory Being Covered 

More Active Candidates Wanted not business houses. are measaranting in to the orgeressive standard
tie oem.
didequate water and sew.







 therous adierisising campaizn and down to toxsines determined to win and the emere there are in the



## - TOM SAWYER'S -

## Boys wash Suits, Boy's Shirts, Childrens Coveralls



These Tom Sawyer's boy's Shirts are chock full of the good things that make a good Boy's Shirt, style, quality and durability. And the price is right.

These Tom Sawyer's Wash Suits

Every mother owes it to herself to see thesewash suits for the little fellow. Once you see them you'll try them.


## EVERY DAY IS THE BEST DAY TO ORDER YOUR GROCERIES FROM US.

Our "Cash" Prices makes every Day a big Day here, and remember we don't compromise on Quality to give price, It's the same Quality at a little less in Price. Every order here means something saved for you.

## Fort Davis News

lease telephone or commu


## Take command of a

CoMMANDER

${ }^{-4585}=$

$\left(\begin{array}{c}\text { We offer to lend you this new Big Six Studebaker Brougham } \\ \text { to test for yourself. It will out-speed, out-climb, and out-live } \\ \text { any car within a thousand dollars of its price }\end{array}\right)$

THERE are no strings on this offer. You udge Stu Commander. You drive it. You hands. No obligation except to tell your riends about it.
Only by having scotes of motorists in this city drive this high-spirited automobile can we win public appreciation of Studebaker's wonderful achievemen

You knew this-
Studebaker dependability has long been recognized-universally. The grace and beauty admiration. -but not this!
But the public does not yet realize that Studebaker periormance is now far in advance of all competition.
We prove

We proved it-now you prove it yourself
OnStudebaker's Proving Ground we checked The Commander against competitive cars-satisfied
ourselves by exhaustive tests that ourselves by exhaustive tests that
it would out-speed, out-climb and it would out-speed, out-climb and
out-live any other car, six or eight, out-live any other car, six or eight,
selling for less than $\$ 2500$. Now we invite you to sit behind the
wheel yourself and prove The Commander's surpremacy.

The Commander is waiting for you. Try it out-no obligation!

## Hord Motor Company <br> MARFA, <br> ALPINE, TEXAS

Match The Commander against the finest motor cars. Note how it idles along smoothly in high gear through traffic jams but flashes 5 to 40 miles per hour in 18.4 seconds! 70 miles an hour-easily Out on the open road-feel the thrill of all the speed you want-The Commander will do on the engine. Other cars may attain speed, but The Commander can maintain it for days with unmatched smoothness.

Safety plus
New standards of safety, at any speed, result from clear-vision all-steel bodies swung low to he road, matcniess four-wheel brakes, and the
Think of all the above advantages while you are driving The, Commander. As you find all previous transcontinental motoring records... even beat the schedules of the crack Limited trains.

And at a One-Profit price
When you consider the low price which The-Profit manufacture has made possible for The Commander you will realize why the Big equal or greater rated horsepow the world o
equal or greacer


STUDEBAKER



> Don't Forget that Garden and Flower Bed AND

That we have a full Line OF
GARDEN TOOLS to work them with.

G. C. Robinson Lumber Co.<br>Marfa, Texas

## A small first payment puts Frigidaire in your home



Install Frigidaire now! Be ready for warm weather $\mathrm{D}_{\mathrm{ing}}^{\mathrm{ONT} \text { Twit another day tosarter mion- }}$ depeng inility oonveriencec. cronomy and it onomow. Come to our display room smen will tey you how a smaid iown pay-

 permanenca inderenendence of ofotsiside ice supply through this summer, and forever.
H. A. COFFIELD Marfa, Texas
Frigidaine

MARFA SADDLERYCO.
Saddlery, Auto Tops, Seat Covers, And Upholstering.

## Luggage

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## Gloves, Belts, Leather Specialty,

BITS and SPURS *
Let us make a Saddle for your individual Specifications.
J. E. McDONALD. Proprietor

Help Our Candidates
And Subscribe to The New Era

er have ben abe wordanze. $w$ t...
extent of controlling the prices of their commdities.
"However, many cattle ranges ab andoned during the past seige of outh are gradually being devoted goat and sheep raising, which
${ }_{42}$ Ycars hancher
Lucas Charles Brite, elevated to ociation atency of the national asvention in Salt Lake City, Utat, ha been in the rattle business at Marfa He went to Presidio county in \& when it was opend range and when bandits and rustlers vigorously plie rades.
th a small
the site of the present headquarter of his 125,00 -acre ranch at the foo of the Capote mountains.
Principal stockmen of this section at the time were: Wyndom Bros, with a herd of 1.500 , and Robt. NixH. H. W. Pew head
with sheep and horses, had just ettled in the foothills of Tierra Vieja What on the cattle to Harry Kennysley, and En glish nobleman, who in turn sold Breeds Quality
Starting with native cattle, he ha in the intervening 35 years, by close application and study of the breed ing business, improved ranch and lock until they are famous thr uniformity.
For years Brite was in the fine
range breeding bull business, ing the distinction of selling 1,000

Durng the drouth crash he qui
en selling top-class steer vear
lings to feeders in the cornbelt. He
now has 5.00 m wite faces on his
His ranch is divided into many pastures, each with houses, pipe storm waters. Headquarters has Long A Leader
Brite has long held prominent posi lions among cattlemen. He was pre-
sident of the Panhandle western cattlemen when that or-
ganization maintained headquarters here and before it was merged with
heation He was vice-president of the tional association for years before becoming president.
Brite is a trustee of the Texa Christian University, Ft. Worth. H which bears his name in the instituHe helped build the $\$ 100,000$ Marf ember.
It bas ben his custom for year
o give a tithe of his large income
to the church and its charities and to the church and its charities and
philanthropic work. philanthropic work
Brite was largely instrumental in bringing the next national association meeting to El Paso.
-El Paso Post.
MARFA TO HAVE MODERN ELEC TRIC EQUIPPED LAUNDRY

Was Opened and Did Busines
Last Thursday.
red Sherwood, fo
Mr. Fred Sherwood, formerly of dry here Thursday. The Laundry is equipped with first class modern Electric Machinery, including, wash
ers, extractors, mangle Irons. etc.
Mr. Sherwood is a firm believer to serve the public and therefore in tends to give them the best of service. All kinds of laundry will be handled by the X L Laundry, some
of which are: Wet wash, Dry wash, of which are: Wet wash, Dry wash
Fancy hand and Finished. Also special one day service and all laun dry will be two day service. All work will be called for and delivered. Mr sherwood will be assisted in this They rerpise by his splendid wife They report a good patronage with ess. This is a great laundry business. This is another one of Marfa's
New Businesses, Forwart-Marta!

Have you Any typewriting you
want done? See Miss Nola Wagues pack: Morts




## Mr. And Mrs. Reader

Give your subscription to the New Era to some friend candidate of yours and assist them to win one of these handsome awards. It is but a small matter but will mean a small fortune to them. DO IT TO-DAY!
Grand Capital Prize CHRYSLER SEDAN


VALUE $81,075.00$ Fully Standard Equipped 1928 model, Purchasid and on display JONES MOTOR CO, Marfa, Texas

## 2nd. Gran Prize



Orthophonic Victrola
"CREDENZA" NUMB : 830 VALUE $\$ 300.00$.
ment. Credence type cabinet in mahogany finish, The Orthoponic Victrola in its highest develop
Orthophonic reproduction, Non-set automatic e with Italian Renaissance decoractions. centric grouve brake. Records automatically stop
without presetting. Capacity for 80 records, twent without presetting. Capacit
y minute spring moto. y minute spring motor.
Purchased and on Display at

CHRISTOPHER ELECTRIC SHOP
THIRD PRIZE
Bedroom Suite
Value $\$ 80.00$
Beautiful Polycrome, latest design, four
piece bedroom suite, with privilidge to piece bedroom suite.
Purchased and on Display at
HURLEY FURNITURE STORE
FIFTH PRIZE
merchandise order
Value $\$ 40.00$
 suits, cloaks or hats of the above amount
and a call at place purchaed and on Dis. and a call at place purchaed and on Dis?
play, the ML.ADY S SBOPPE, Mrs. J. S. H.

- Seventh Prize
\$10.00 Mdse. Order
Good on any merchant in Marfa.
New Era Subscription Campaign Dept.


# READ THE FT.WORTHSTAR-TELEGRAM Largest Circulation In Texas 

 the financial' centers of the world and many other features that can be appreachated only by reading this paper each day.

DALY AND SLNDAY BY MAII. BJC. PER MONTH
dally without sunday per month zoc.
SUNDAY ONLY 35e .PER MONTH, OR \$1.00 FOR 3 MONTHS
Leave Your Order At The NEW ERA Office And Be Assured Of Prompt Attention.


Who will win?

## LIST OF OUR CANDIDATES:

 today and as they have been handed in thy friends and those
who have took the initiative themselves. They are aranged al-
phabetically, and all have their nomination credits in addition phabetically, and ann have their nomination credits in addition
to the credits earned. to the credits earned.
Next week this list may have some new entries and many may drop out, but it will be interesting to watch this list from
now until the cose now until the close of the campaign.

Miss VORA LEE barnett, Marfa \begin{tabular}{|l|l|l|}
\hline Miss vora lee barnett, Marfa \& 54,000 <br>
\hline Mr. E. M. Calliflower, Marfa \& 524,000 <br>
\hline

 

Mr. E. M. CALLIFLOWER, Marfa \& 524,000 <br>
Miss ELIzabeth fennell, Marfa \& 222,000 <br>
\hline

 

\hline Miss Elizabeth fennell, Marfa \& 222,000 <br>
Miss Ani hartnett, Marfa \& 166,000 <br>
\hline

 

\hline Miss ANi hartnett, Marfa \& 116,000 <br>
Miss may howard, Marfa \& 584,000
\end{tabular} Mrs. Emma hovkhouse, Alpine Mrs. EMIA monkhocse, Apme

Mr. DAvis waguespack, Marfa Mrs. Jim Walker, Fort Davis $\qquad$


Rotary News


Due to the absence of president Buhler, attending district confer-
ence of the 42nd district ence of the 42nd district, at Carlsbad,
past-president Earl Petross was to past-president Ear Petross was to
have had charge of the meeting last
Tues Tuesday. A musical program had been arranged, and a nice time anticipated. Just as those present
were being seated, the fire siren were being seated, the fire siren
sounded, which had the effect of emptying the dining room. The cotton Oil Mill fire proved so interest-
ing that it was impossible to muster ing that it was impossible to muster a quorum to attend to a few busi-
ness matters, or carry out the program. All those members who were
in town repre in town reported and secured cre-
dit.
The following members, with their wives, attended the annual con had, N. M., M. A. Buhler, Hillsman navis, Hunter Metcalfe, Henry Fle-
toher and Slim Gallimore. They all ther and Slim Gallimore. They all
availed themselves of the opportuavalled thermselves of the opportu-
nity and visited the Carlsbad Cavern The next moeting will be taven
up with reports of the conference
and nominating new officers te ser up with reports of the conference
and nominating new officers to ser-
ve the club for the ensuing ve the club for the ensuing Rotary
year beginning April 26th. year beginning April 26 th
The New Era now has a correspondent in Fort Davis, and considers itself very fortunate in secur-
ing Mr. Barry Scobee to fill this phase of the newspaper work for us. Mr. Secbee is a writer of high
standing and writes for sonme of the standing and writes for sonme of the
teading magazines of the country. teading magazinēs of the country.
Mr. Scobee has a story in the last
magazineedition of the Adventure magazineedition of the Adventure
Stories magazine, it is a story written on a great adventure of the Big
Bend, Sen on a
Bend,

## MAREA <br> 

Glass, China and Reputations are easily cracked and never well mendeda GOOD CREDIT REPUTATION is AN ASSET TO BE CAREFULLY GUARDED.

THE MARFA NATIONAL BANK
IJ.M. Hurley NEW And ann wio FURNITURE.

All Kind Repair work. Give us
A CHANCE.

## Ready for Service

X L LAUNDRY
Call Phone 129
Work EXCELS in Cleanliness, Workmanstip snd Rough Dry, Wet Wash, or Fivished Wort Our Service is Prompt.

Our Work is Cu and
Pries are Right.
Fred Sherwood, Proprietor

## Cattlemen visit in the Big Bend (Continued from par (Continued from page 1)

 uguration of their branding scheme -that of branding in the form of asmall H the left hand side of the neek of each Highland animal to de signate it as Highland. He recom-
mended to the cattlemen a continmended to the cattlemen a contin-
uence of the improvement of their
"MagGie" calanghe kilis HIS WIFE
$\qquad$ and when the many denominations The campaign is I Presidio County out from Valen- moet together in God's house the One Supreme Being, e have fairly young; ine, a man and wife with severa! then there is rejoicing both in hea- actual work done as yet. Only arfa for the man was tried in

This occasion was one symbol of has thus far been turned into th
$\qquad$ earts beat in unison for one grand paign department by thin
$\qquad$ and glorious purpose, of serving the 000.00 in prizes it will take som kep themselves before the public acquitted the defendant.. When the a gentle spirit serving His fellow lected by all the candidates. We are as successful range peple. Farley of
he American Hereford Journal, com mènded W. B. Mitchell for popular-
izing Big Bend Highland cattle in the corn belt; said that the Hereord Journal thinks well the Hereland Association, is glad to adve lind Association, is glad to adver-
tise its cattle and support the Asso-
ciation in every possible way. He
stated that no cattle sent to the stated that no cattle sent to the
corn belt feed lots from any section
are better liked than those are better liked than those of the
Big Bend section; that they are the Big Bend section; that they are the
sensation of all the shows, and resemanended that the Association get as many calves as possible into the
Bovs and Girls Calf Clubs to be in ass mand Girls Calf Clubs to be in
Boys and
turn made into baby-beef said this turn made into baby-beef said this
would be a master stroke on the
part of the ranchmen of this section, part of the ranchmen of this section,
and that the use of the recently a-
dopted brand H as a trade mark is dopted brand H as a trade mark, is
the most forward step made by the the most forward step made by the
oarganization in years. stating as oarganization in years, stating as
reasons:
"protection for the buyer: whether "protection for the buyer: whether
speculator or feeder, protection for the packer-buyer at the central mar $\left\lvert\, \begin{aligned} & \text { kets, and to keep others from in- } \\ & \text { fringing on the rights of the Big }\end{aligned}\right.$ fringing on the rights of the Big
Bend Highland cattlemen and to
maintain the identity of the cattle maintain the identity of the cattle
of this section wherever they go."
Colline of this section wherever they go."
Collins of the Kansas City Star and
Jack Mansfield vindorsed all Jack Mansfield indorsed all
was said by that was said by the other visiting speak-
ers and congratulated the Highland
ranchmen on their good quality catranchmen on their good quality cat-
tle. The visitors left Monday morn-
ing. with a large Marfa delegation.
for E1 Paso, to attend the annual

convention of the Texas and south- western Cattle Raiser's Association

$\qquad$ WNTER-Man for a responsible ingness to learn and an ambition to
become indenendent. Write Centra become indenendent. Write Central
Distributing Co., Spokane, Washing-
ton

## TODAY'S FORD CAR



Before you buy any make of Automobile, let us Show you Today's Ford Car.

You may consider that you know the Ford Car. You may nave beew Ford owner tor years and luink sou are familiar with the splendid Satstaction with the Ford gives, and yet unless you have made it a

 many reeent inprovements, you do not know the Ford Cire as it is buill many re,
losay.
Many of the new Ford Car features are olvirious-balloon tire equitp
 Forrd Cois is to be found in the way in whieth it will fultrill sur expeec. tations of what a modern moter car should be. You will he amazed at the inereased power resulting from the Vapiorizer, the smoofier engine operation, the inereased gasoline mileage, the improved riding qualitites and abore all, in the way in whiek this car handes and perlorms in tratific and on the open road.
In short, you must drive a new Ford Cire to be a tair judge of present day motore car ralues

