Publistrea among tue silver-Liined Clouds, 4.092


THE NEW ERA

 volume xlii In Presidio County Forty-Two Years. marfa, texas, saturday, august 27, 1927. Sworn Circulation Over Five Hundred. number 12.


## READY:

We want you to come in and see these new Goods, let us help you plan your Fall Dresses, In Wool, Challies, Chiffon weight Serges, Suitings, Plaids, Etc.
"The most lovely Colors,the most desirable in weight, the best looking line you've ever had"and many more complimentsby those that have seen them. We have four different pieces of a fine white serge suitable for the white Sport Skirts.

## HELP! HELP! HELP!

Please let us have your Grocery orders in early so that we may give the best delivery Service. The RUSH of the noon hours orders tax us to the extreme. We often use two Cars in our effort to deliver as promptly as possible the late orders.

Our Cash Price on Groceries gets the "Biz" Your orders will be appreciated.
MURPHY-WALKER COMPANY

the new era, marfa, texas


## THE NBW ReA, MARFA, TEXAS

| A Column of Cryptic Comments (Continued from Page One.) | the other two are lost. And still an- SUi. ROSS GRaNTS other, flying in search for the two |  | Mabel Ruth Birdsong Gertrude Brown Emma Dameron |
| :---: | :---: | :---: | :---: |
| The speakers were earnest, sincere, as |  |  | Elsie Lee Majors |
| were the face of the listeners. They were there, not to confess their sins, again. There was earnestness and incerity, not only for the moment, but for all time to come. | to |  | Clemmie Mize |
|  |  |  | ary Jane Pot |
|  | took off on this historic flighit, that |  | ddie Ston |
|  |  | L |  |
|  | would appear true. It does not seem |  | izaboth Lane |
| Impresive and inspiring as the sicene | po |  | L. Shelton |
| was, two hundred men and boys representing neither class nor creed, but | with one or any of these planes, know- |  | Mabel Yerk |
|  |  |  | ilton Elly |
| hood. Was it just for the moment that they gave themselves to right think- |  | $\\|_{\mathrm{Fa}}^{2 a}$ | die Mc |
| ing and right doing? Or for the rest | whatever for thinking they were tor |  |  |
| of the week, or the month, or the year? Much good will follow if each |  |  |  |
| of these men, old or young, will, when |  |  |  |
| tempted to deviate from the straight and narrow pathway, halt a moment and search in his heart for the same good impulses he had when he said the Lord's Prayer last Sunday on the mountain top. | Aviators have enough to thing about and worry about without the added fear that their plane may have |  |  |
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|  |  |  |  |
|  | been tam | Ell |  |
|  |  | Winona Mo |  |
| The disasterous outcome of the | far. It is not right that a frog should | Freedis L. Mize |  |
| Dole $\$ 25,000$ airplane race across the Pacific has shocked the nation. Two | 1 |  |  |
|  | the fear on his mind. Both situa |  |  |
|  |  |  |  |

## STUDEBAKER



## Fivst in rated horsepower -and first in value!

Dictator by name, this 4 -door sedan is a dictator by right of its supremacy in style, in stamina, in power and in value! For Studebaker has reduced its price to $\mathbf{\$ 1 1 9 5}$ !
Ratings of the Society of Automotive Engineers place The Dictator first in horsepower among all cars in the world of its size and weight. 23 sedans selling for $\$ 190$ to $\$ 1955$ more have less power.

And to cap the climax of its new, low OneProfit price of $\mathbf{\$ 1 1 9 5}$, Studebaker adds over $\mathbf{\$ 1 0 0}$ in extra equipment without extra cost!
\$100 worth of extra equipment without extra cost All Studebaker models have more
than stoo wheel brakess dise whels; full-size
ind of ext
 shock absorbers; engine thergomemeter
automatic windshield cleaner; rearvi.
and hydrostatic gasoline gause on the
slash; and mirror; reartraffic signal light; cowl $\begin{aligned} & \text { dash; and coincidental lock to ignition }\end{aligned}$
and stering Equipment also ind and two-beam acorn hea

NEW LOW PRICES The Dictator


## The Commander

|  | ${ }^{\$ 1585}$ (170 $: \mathbf{\$ 1 4 9 5 5}$ |
| :---: | :---: |
|  | (1575 |
| Coupe, $f$ | 1545 |
|  | ${ }_{1675}^{1645}$ : ${ }^{1658}$ |

The President


## Erskine Six

 All prices f.o. b. . factory

A

## HORD MOTOR COMPANY

 Marfa and Alpine, TexasBeautiful in design - thoroughly modern-mechanically right

| New Ford Driven at 65 M. P. H (Continued from Page One.) <br> car should be. <br> "Some of the things we have discovered already in the tests of these new cars are interesting. <br> "We have accomplished with them a speed of $65 \mathrm{~m} . \mathrm{p} . \mathrm{h}$., which is lightly higher than we had expected. <br> "We have found that they can be driven for hours at an average speed of more than 50 m. p.h., without discomfort to driver and passengers and without harm to motor and other equip-ment."-Motor Age, Aug. 18. <br> entertains cast of play <br> Thursday afternon Mrs. John w. Brown gave a delightful party for members of the play that is being sponsored by the Parent-Teachers Association. The party was in the Association. The party was in the nature of a candy pull, and the girls from the youngest to the oldest hau a very delightful time. The play is being directed by Mrs. Brown and will be given some time in the early part of September, to be announced later. Those who will take part in the play are as follows: Nora Slack; Iva Lee Hardin; Jennie Lee iMtchell; Verna Humphreys; Odette Hardin; <br> A very happy celebration in which 14 little folks shared, took place last Firday afternon at the residence of Mrs. J. C. Bean, her litle son willie, observing his ninth birthday anniversary with a party. The litle folks had a royal good time playing games and indulging in pastimes provided for their entertainment. The refreshments served were ice cream and cake. The weather was in a most smiling mood, all was joy and brightness within the pretty home where the little girls and boys were assembled to share the joys of the hour. On th whole it was a wonderful occasion and when the little folks departed for their homes it was truly the "end of a perfect day." <br> Mr. and Mrs. Arthur Merritt accom panied by Miss Katherine Schutze motored over to Carlsbad, New Mexico, Wednesday, returning here Friday. <br> Earline Fallis; Gladys Moss; Thelma Baxter; Margaret Bigel; Florine Brown; Elizabeth Hord; Jeane Colquitt; Betty McWilliams; Jane McWilliams; Elizabeth Harris; Nancy Jane Rawls; Sarah Sue Highsmith; Mary Martha Coffield; Lee Glascock and Betty Betty Lee Black. |  |
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Send for buoklet of recipes
for candy making and baking

## Budweiser Real Hop Malt Syrup

Imported Saazer and choice domestic hops, skillfully blended with the pick of America's finest barleys by America's foremost maltsters-that's Budweiser Real Hop Malt Syrup.
Get a can and try it. You'll get a dciightful taste-treat you won't forget.

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