

**SECOND DAY OF FAIR BRINGS LARGER ATTENDANCE**

(Continued from first page)

that there is a great work to do on the South Plains in property conservation, and as he claims to be the source through which every man owning property in this section can secure adequate protection for that property against storms and fire, he was on the job with a splendid booth, displaying the placards of the many companies he represents through the Lubbock Insurance Agency.

The Pierce Oil Company, local house, realizes that those who attend the fair are those with whom the company would like best to become acquainted, as a result of which a booth displaying the many advertising souvenirs of that well known Pennant Gasoline and Oils is in evidence.

"Say it with Flowers," always has its appeal at any place, but nowhere have we seen that sign so well displayed as at the Lubbock Floral Company's booth, where amid an abundance of autumn brown foliage, the sign to be seen, reflecting upon which an electric light of soft, melon glow, fitting well with the general appearance of the booth, at once captivates the onlooker. The display of products of floral were well

arranged, and proves to the visitors that an industry of rare beauty is operated here.

The Roche Newton Plumber Co.'s booth was characteristic of the way the workmen of that firm do things, and the modern bath room, heating plant and the beautifully painted walls gave substantially to the entire building, and demonstrates the high quality of the fixtures sold by the Roche Newton Company.

"Our Purpose: West Texas A. & M. Help Us Help You," was a glaring sign in the Kiwanis Club booth, which was artistically arranged, and the significance of that wording is great, in that the Kiwanians have among the ranks some of the most noted schoolmen in the state, and the club is spending every effort to better school conditions throughout West Texas.

E. L. Law, Plumber and Wind-miller, has a substantially fixed booth, which acquainted the visitors with the new and simple methods of hot water equipment, as well as with his ability as a workman.

Raymond Barrier was on the job at his booth at the east end of the building, which is a display of the materials, suits and dresses sold by the Barrier Brothers Dry Goods Company. The many people who passed the booth and expressed themselves as being well pleased with the display was gratifying in-

deed, and those who trade with the alert firm and are acquainted with its manager, found him at the booth ready and willing to offer them every courtesy possible.

The Rotary Club booth is, like the truck in the parade yesterday morning, attractive and neat, and the public-spirited members have chairs for those who would like to rest there.

The Simmons Furniture & Undertaking Company's booth is typical of the way its manager, E. C. Simmons, does things, and the fine furniture that was displayed is a recommendation to that store. A part of the Roche Newton booth was also used to display a kitchen cabinet which is sold by the Simmons company.

Raleigh Martin, famous for his ability as a coffee roaster, has a fine booth arranged for the Martin & Wolcott grocery, the roasting machine being shown, and is set in a background of tinted walls, decorated with autumn leaves that gives the booth a unique appearance second to none anywhere.

If one were to walk the streets of a large American city alongside the show windows of its most fashionable shops, and step therefrom into the booth occupied by the A. B. Conley, Jr. Dry Goods Company, the scene would be changed but little, as the window trimmers of that company have shown great skill in preparing the booth, lending substantially to the already adorable frocks, suits and hats.

Jed Rix, manager of the Rix Furniture & Undertaking Company, was very much on the job, as a result of which two booths are there under the name of the Rix Company, one devoted to De Laval Cream Separators, and another to pianos, both of which are typical Rix designs, which attract much attention. Rix is one of the big boosters of the South Plains Fair Association, and in taking two booths shows that he realizes the opportunity offered to acquaint the many visitors with the goods he handles.

The McAfee Company, exclusive dealers in ladies furnishings, has a booth that appeals especially to the ladies, as the latest styles are shown in the most attractive manner possible. The McAfee Company handles the very best line of goods available, and the booth reflects well upon the ability of members of the firm to display their goods.

Darby and Wilford, grocers, retailers of Chase and Sarnhorn's Coffee, have their booth given entirely to displaying placards, circulars, etc., advertising that brand, cups of which are enjoyed by the visitors.

Nothing is more attractive about the entire grounds than the L. E. Hunt & Company's booth, which is arranged with the same care which Mr. Hunt arranges his windows at his store on Broadway, and the men's clothing are of the most popular and stylish makes.

The Everton-Edwards Music Company, dealer in pianos and Duplex chairs, was successful in arranging

the booth to successfully display the high quality of the piano and chair which make up the furniture of the booth.

E. A. Morgan, manager of the W. C. Bowman Lumber Company, has what is believed to be the most expensive and beautiful booth in the building insofar as wall furnishings are concerned, as in featuring the Sheetrock building material, Mr. Morgan had the booth constructed of the board, and with white enameled woodwork, and many artistic features added, is in a class to itself. The Sheetrock materials, which are sold by Mr. Morgan's company and the Higginbotham-Bartlett Lumber Company, are used in demonstrating the fire proof features of the material by being placed before a blow torch, which is turned on the material, without doing any damage to the board other than to char the surface coating.

**THE TONGUE**

Most of us need a "neck yoke" with which to hold up the tongue.

The tongue is a little member but "plumb active."

The tongue is a "skittish" member and hard to get the halter on.

The tongue is one of the concealed members of the body, but an untrifling worker.

The harm we do by the wrong use of our tongue is greater than the harm which we do by the act of the life, or the thoughts of the mind, hence the great book warns, "by thy words thou shalt be justified and by thy words thou shalt be condemned."

We all talk too much!

In this day of extravagant speech, wild rumors and multiplied scandals we should not believe one-fifth of what we hear and not half of what we see.

Perpetual motion has never been discovered, anywhere except in the mouth.

Some people break every law of union, organized labor, when it comes to conversation.

Some people talk so much that they are out of "fact" and far into "fiction" before they can slow down.

There is not enough truth in the world to keep some "loquacious" raddler—man or woman—running full tilt day and night.

The average gossip, man or woman, is a liar, for whoever drops to the low level of peddling street gossip, or neighborhood scandal, is putting the "extra" frill and flourish and furbelows to what they are repeating before they are conscious of what they are doing.

"He that repenteth a scandal," says the big Guide Book, "is a fool."

Fool in the sense that is used here, does not denote a lack of sense, but a lack of conscience.

In other words, to translate this old aphorism into United States English it would read, "He who repeats a scandal is a rascal."

Down at the bottom of every neighborhood fued is a long, long, ungodly tongue.

Down at the bottom of every decided home there is a long, ungodly tongue.

The tongue is a little fire, but often the necessary spark in shavings and coal oil and gasoline.

Old Mr. Suspicious launches at sunrise a surmise regarding some man or woman or child, and a thousand "repeaters" take that surmise and roll it through "babble-town," and by sundown it is a "black, ugly, damnable, mountain" of fact, that crushes a man, a woman, a child, or a home. The "tongue-waggers" are like the dogs in the parable of the rich man. They go about "licking the sores" of the race.

The tongue waggers are like the "hell hounds" of which Milton so vividly writes in "Paradise Lost."

When the church baptizes its candidates, some sprinkle the water on, some pour it on, some put the candidate clear under, and some bury him three times, face foremost.

Whoever saw a baptized tongue?

Usually the tongue and the pocketbook come out unregenerated and dry.

**PLAINVIEW**

**The News.**  
Lee Kimble has bought half interest of Gus Otto in the Busy Bee Cafe, and he and the other owner, A. H. Morrison, are now conducting it. Mr. Kimble used to be in the restaurant business here, but several years ago sold out and moved to Missouri. He is well experienced in the business.

The second bale of cotton for this season, received in Plainview, week before last, was brought in by Price and Boswell, the land agents. They are parading around now claiming to be farmers. It is not stated whether they grew it themselves or by proxy.

Federal Grain Inspector, J. B. Wallace, says that there will be very little of the sorghum grains shipped out of the Plainview country this season due to the shortage of the crop. He emphasizes the need of farmers storing their maize this year and not shipping anticipating a rather rapid increase in price during the winter months.

Last week G. W. Hill of Plainview was seriously injured by the explosion of a gun while visiting his daughter, Mrs. C. W. Giles, at Nacoma, in North Texas. The gun was blown to pieces, a piece flying back and striking him in the face, crushing a cheek bone. He was taken to a sanitarium.

G. E. Scott, formerly editor of the Hale Center Record, is now State Inspector of Weights and Measures. Last week he followed a number of drivers of ice wagons, and re-weighed the ice they sold. He found seven of them giving short weights—35 pounds for 50 pounds, 37 for 75 pounds, showing some of the short weights—and he filed complaints against them. They plead guilty and each paid a fine of \$10 and costs.

The E. T. Coleman Co., with a cap-

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Make your trip profitable by taking advantage of the opportunity to shop at Barrier Bros. Special prices on Ready-to-Wear. Best assortment ever, and we are glad to show you our pretty new lines.



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DEPENDABLE MERCHANDISE

**WOMEN ONLY!**  
WE CORDIALLY INVITE YOU TO OUR  
**SPECIAL FEATURE SHOWING**  
OF THE WONDERFUL EDUCATIONAL FILM  
**"FASHION & HEALTH"**  
Two reels of startling facts regarding Corsets. Millions of women are seeing it all over the country. Don't miss this opportunity.  
**R. & R. LINDSEY THEATRE**  
FRIDAY AND SATURDAY, 10:30 A. M.  
No Charge for Admission.  
**McAFEE COMPANY**  
Exclusive Ladies Furnishings

**Fair Visitors---**  
WELCOME TO OUR STORE  
New Fall Merchandise Arriving Daily  
SPECIALS! SPECIALS!  
42-piece Decorated Dinner Sets, with engraved initial, now ..... \$8.95  
Ladies Silk Hose, Pure Thread Silk, Guaranteed, On Sale during fair week, per pair ..... \$1.19  
Blue Enamel Water Pails, now, each ..... 95c  
Heavy Ice Tea Tumblers, while they last, set .... 65c  
NEW FALL MILLINERY JUST RECEIVED—COME IN AND LOOK THEM OVER  
**Texas Variety Company**  
"Popular Merchandise at Popular Prices"

ital stock of \$20,000, has been chartered by the State, and will do a general coal, lumber and feed business in Plainview, succeeding the present firm of E. T. Coleman coal and grain. A lumber yard will be added. The incorporators are E. T. Coleman, M. H. Coleman and Capt. C. W. Tandy. The latter lived in Plainview for many years, but is now retired and makes his home on the Gulf Coast. Mr. Coleman before coming to Plainview was connected with a lumber company and managed saw mills in East Texas.

In county court yesterday the cases of assault against Guy Speed and Otto Johnson were dismissed "for want of prosecution." These cases grew out of the Ku Klux parade in Plainview the latter part of March. In the case of Robert Nicholson vs. Thos. Gibbs, involving a shipment of sudan seed, the jury gave a verdict in favor of Gibbs. An interesting case was that of W. H. Rogers vs. Ray Young. It was a suit for \$125 damages, it being alleged that Young shot and killed a mule belonging to Rogers. Young's defense was that the mule had the bad habit of breaking through fences and trespassing on his land. The jury gave Rogers a judgment for \$117.50.

A very sad death was that of Mrs. Josephine Horstman, wife of Albert Horstman, who died Sunday afternoon at 2:45 from cancer of the stomach and liver. She had been an invalid for eight months, and had undergone two surgical operations.

WANTED—Steady employment, by experienced groceryman. Would consider other lines. Phone this office, No. 14. 63-1p

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