# THE NI AINVIEW EVENING HERALD 

## TWICE-A-WEEK

## "AMERECC NEEO NOT FARA AN ATRAGK" BRYAN TODO TWO THOSAMO HHS MONMG

big advance number of 1916 chautaudua attracts Largest crowd ever in plainview ON A SINGLE DAY
EUOOZECD VEUNNEERS; RIRCUEED PAD ARMES


## eager listeners. My Bryan ridiculed the "jingoism" which he says characterizes the appeal to the people about preparedness. He stated that never

 when that teecssity talted him. He remarked that as the regula
soldier held the volunter in disrepte, so do the big interests wh
profit by war hold the peace-loving populaee in disdain.


U. S. WiLL PUT IRRIGAIION SWINE BREEDERS TO ADOPT
EXPERT HERE FOR SUMMER A CONSITUUTION SATURDAY



#### Abstract

Commence as much sooner as you wish, and stick to it until you have finished. Let us all work together to give the until you have finished. Let us all work together to give the city a thorough spring cleaning, as the good housewife does the interior of her home; then keep the city that way throughout the year. Let us plant grass and flowers. Let us make Plainvew not only clean, but beautiful as well. The result will be to live. Nothing gives a better impression to strangers in our city than well kept lawns, beautiful flowers and clean alleys and streets; so let us clean up, and even paint up, and keep cleaning and painting for the balance of the year, and thus make Plainview one of the most attractive cities in the State.


W. E. RISSER, Mayor


FORT WORTH ORGAN 'PRAISES THE SOUTH PLANS PORKER


PLANWVEW GETS NNEIEEN.SVVENTEEN CONEENTON OF A. O. Y. M. B. L. OF TEXAS

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## HRPRIDTO ASSSIT IN WORK CCAN STAMP OUT ALL HOG

 OF HOME ECOMOMCCS WEEK DSEEASS BY COOPPRATION| Lectures and Demonstrations Will Be Free and Chautauqua Tent Ussd for Meetinigs. | Believes Hale County and Floyd County Best Hog Country <br> in the World. |
| :---: | :---: |
| The Herald, with the assistance of | antly appointed Agricultural |
| the arrangements committee of the | Agent of Hale and Floyd C |
| City Federation of Clubs, has about |  |
| pleted plans whereby the lectures |  |
| and demonstrations of the Home Eco- |  |
| nomics Week may be made available |  |
| to the women of |  |
| counties |  |
| Home Economics Week, in charge |  |
| Misses Rich and Blodgett, of the |  |
| University of Texas, two of the most | "There are many problems in thls |
|  | section with which I am not famillar, but I have the specialists of the U. $\mathbf{s}$. |
| chautauqua in Plainview, begin- |  |
| ning Monday morning, May 15. It is |  |
| 析 |  |
| ua tent will be used for the |  |
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| autaug | "Since my arrival in Plainview I |
|  | have devoted my time in an effort to |
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## CASH GROCERY CO'S. SPECIALS

nually in this district for school work.

## County Judge.

horoughly competent pay enough under the law to hold
man is essential
a thoroughly wide that Hale County would receive benefits commensurate with her expediture. But would a man who will do the work for $\$ 1,100$ and make Hale County schools better? rural schools is too good for Hale County, but the question of a county uperintendent under existing conditions is one which should command the close study of every citizen.

## THE LAW AND THE DEFAULTER

The man had a salary of nine hundred dollars a year, a wife and
young children: handled money for his employer; took a little two young children; handled money for his employer; took a little
of it and falsified his books; took more-of course-with further false entries. When detected the embezzlement amounted to eight hundred dollars. The employer held off a while, hoping the defaulter so he was prosecuted and sent to the penitentaury; wife got a job that ook all her time at six dollars a week; children were farmed out to impecunious relatives, to whom they were an unwelcome burden.
This man was weak and foolish, but, aside from thieving had no bad habits; always meant to do the best he could by his family.
Probably in about four cases of petty embezzlement out of five the employer first tries to get his money back, with a tacit under-
standing that he will not prosecute if it is restored. In such what is prosecution but imprisonment for debt? It is not when the man stecais, but only when he fails to pay back large, a stupid way of managing it, we should say

We should like to see a more elastic law, consider all the facts in the case, instead of only the very limited set
of facts that come within the rules of legal man he was aside from his embezzlement; why he embezzled; whether he is being prosecuted only because he was unable to pay back the moople's money alone in the future and if left at large, to let other cumstances are socially important, though the letter of the such cirtakes no account of them.
the defaulter to jail. If getting the moneys money back by sending oration, there could be no hardship in making him the first considration, there could be no hardship in making him take a lien on the course as the best social solution.-Saturday Evening Post.

LEMONS-Nice large California lemons, per dozen
3 packages corn flakes_.......25c
New Post Toasties, 2 for .....25c
Fresh country butter, per lb. . 25c
Fancy kiln dried sweet potatoes, per pound
Fancy Irish potatoes, per lb. 21.2 c Laurel breakfast bacon, light sizes, per pound
13 bars white laundry soap $\quad 50$ c
K. C., Calumet or Health Club baking powder, 25 c sizes 3 cans Babbitt's lye
Regular 30 size catsup
Catsup in gallon cans

## Grape Juice

Welch's nationally advertised grape juice-1-2 gallon bottle
Quart
Pints.
Fancy olives, individual size

## Dried Fruits

Fancy dried peaches, per lb. $\quad .8 \mathrm{c}$ 25'pound boxes 50 pound boxes ............ $\$ 3.69$ New York ring apples, per lb. 12c 50 pound boxes Three Crown raisins, per lb. 12 c 25 pound boxes only Prunes, good quality, 1 25 pound boxes only

12 c
$\$ 2.50$

Canned Specialties
3 cans corn, good quality ….....25c
2 cans corn, small size .............15 15
3 cans hominy, ..................25c 25
3 cans salmon, large size $\ldots \ldots$ 28c
6 cans sardines
6 cans milk.
3 cans soup, White Swan…....25c 25
cans oysters, No. 1 size ..........25 25
2 cans tomatoes, No. 3 size, fancy 25
2 canse kraut per ca
2 cans strawberries
No. 2 size blackberrie
No. 2 size gooseberries, per can
No. 3 size pears in syrup, per can
No. 3 size pumpkin, per can

Red Star Flour, absolutely guaranteed, per 48 lb. sack

We deliver $\$ 1.00$ orders and above free. To insure you of the best possible service our delivery will leave on schedule time, 9:00 o'clock and 11:00 a. m., 3:30 and 6:00 o'clock p. m.


#  

## After Easter Price Reductions

 Ladies' Ready Made Wearing ApparelDRESSES
Silk Taffeta, Crepe De Chine and
Georgette Crepe Beautiful dresses are mad popular materials in the leading these and a well assorted lot of sizes shown
$\$ 6.50$ to 7.50 dresses reduced to
10.00 to 21.50
14.50 to 18.00

| 18.5 to 12.50 |
| :--- |
| 22.50 to |

$\$ 5.85$
9.00
13.50
16.50
20.00
25.00
SILK GLOVES

## LADIES' SUITS

Stylish Suits of silk and Spring weight woolens are here offered at prices that chaser.
$\$ 11.50$ to 12.50
15.00 to 18.50
21.50 to 25.00
21.50 to 25.00
27.50 to 32.50
35.00 to 40.50

SILK HOSIERY
Stockings made of silk have come into such
popular favor aud we have such excellent values that we find an ever increasing demand for our silk hosiery. At these prices certainly no one

Ladies' fibre silk hose for H-300 silk thread guaranteed silk hose 50 H-300 silk thread hose .......\$1.00

Richards Sos. Gollies

## Clean Food Shops




## This ticket-

means a lot to you
we have at various times spoken in our ads about
we cannot too strongly emphasize the ad visability your exercising the greatest care when select or
being used by many manufacturers in dying cloth -foreign dyes [which do not fade] only are used in therefore you have this store's absolute assurance backed by the guarantee of the manufacturers, color.

## REINKEN'S

CLOTHING AND SHOE STORE
WE do as we advertise
Wilson Brothers
Hosiery



## Donge Brathers motor car



Refinement and improvements of importance have been put into the car with no advance in price up to date.

## Phelp's Second Hand Store

wants to figure with you on that Bill of Furniture that you are going to sell soon. Please give us a chance-our plans are Quick Sales and Small Profits. Iry us once and see.

## Phelp's Second Hand Store

Old Speed Building between Chamber of Commerce and Warren Grocery

## Is Your Grain Insured?

Now is the time to insure against hail.
Your insurance is no better than the company it is in. Last year our companies, which are among the best established in the country, paid thousands of dollars to farmers in this section, and our adjustments were made without a dissatisfied customer. We adjust promptly.

## "Insure Your Growing Crops Against Hail' <br> J. M. Malone <br> Plainview, Texas

Fifty Horse Power 7-passenger SIX


## Most POWEPFULCar at its Price

It is the ONLY 7-passenger, FIFTY Horse Power, 6-Cylinder car with a 3,8 -inch bore $\times 5$-inch stroke motor that has ever been offered in America or Europe for less than 1 it 1450 . And for its weight that any automobile mor weight that any automobile POWER, flexibility of performance and economy of operation, it stands ALONE in the 1916 market.
Price has been reduced from $\$ 1450$ to $\$ 1050$ - a REDUCTION of $\$ 400$. But nothing except the price has been reduced. quality the car has been GREATLY
W. A. MILER, Loal Agent.
Comen
ONDED, REFERRING
OFFICIL REPORT.

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lol
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VILLA WAS NOT WITH BANO $\qquad$
$\qquad$
$\qquad$
$\square$
$\qquad$
$\qquad$ able to cope with the villista rebels. Obregon sald he hope

## troops.

$\qquad$ ican yellow press which insinuated Carranza. I am in perfect harmony causes." He left on his special tran for the North late this afternoon.

Field Headquarters, April 26, wireless to Columbus, N. M.-Two
Americans were killed and three
wounded in an engagement between wounded in an engagement betw
cavalrymen under Colonel Geo. Dodd and 260 villa bandits at Tom-
achic, in the center of the Sierra acesic, Western Chilhuahua, on April 22,
rent according to an official report. The
villa command, under four chiefsBaca, Cervantes, Dominguez and Rio was surprised in the late afternom and routed. After the battle the A
ericans found six dead Mexicans and nineteen wounded, while a number of horses, arms and equipment was cap
tured. Reports recelved here made no men
tion of Villa himself being with the band, although it had been reporte
previously that he was hiding in the mountains in that vicinity. While las reports placed the bandit chieftain
at Monoava, about fifty miles south at Monoava, about fifty miles south
of Tomaschic, which is approximately sixty-five miles south of Chinauhau
City, belief was firm here that Villa was not with the command engaged.
The Villa bandits were a rocky defile when they caught sight them, about $4: 30$ ooclock in the after noon. Immediately the Mexican
gles souided the call to arms. gles souuded the call to arms.
Through the mountain passe Through the mountain passes the
two commands struggled, the villa bandits dropping all cumbersome fore Colonel Dodd's cavalrymen. Once during the flight the villa
forcess received reinforcements and at forces received reinforcements and at.
tempted vainly to make a stand
against the Americans. When night came the pursuit became increasingly
difficult because of the nature of the terrain. Colonel Dodd pursued
villa bandits toward Minaca, base, where he is now reported to be awaiting supplies.
Dodd Officially Commended. the twenty-five horses and arm
tured were taken to Minaca. Dodd was given much credit here for
his feat and was offich his feat and was officially commendbitter feeling expressed toward Amer
icans by natives of the district in whith the engagement accurred and
of their intense partisanship for Villa. It is assumed that the reinforcement
the Mexican command received was Other evidences here today indi-
cate that numbers of Villa men in bands of two or three are making their
way into the western fasineses毫卷

## Pershing Reports Casualties.

 Washington, April 26 .-The follow chic, received today from General Perpartmen- April 2tip April 25.-A report dat nel Dodd, whose column of four coloof the Seventh Cavalry has been oper ating southwest of Minaca, states that
he overtook a band of V, Te overtook a band of Villistas near
Tomachic on the 22 nd at $4: 30 \mathrm{p} . \mathrm{m}$., killing six and wounding nineteen oth ers, many probably fatally. Twen
five horses were captured. Our Fight lasted until after dark. Impos. sible to tell definitely lose
tan " Fight la
sible to
tana."


## YOU"LL GET IT

## at Plainview Mercantile

 Co's. is an expression that one hears every day.Our large assortments, our close touch with the our close touch with the
biggest markets and our biggest markets and our
service are the three
factors which prompt the factors which prompt the Then-don't you think Then-don't you think it wise to come nirst tore sure to find just w
Leadership is not something that comes with the Shouting of big words and if this store has assumed
a leadership in thing a leadership in things
mercantile in Plainview that leadership has not come thru an endeavor to ruthlessly wrest it from our neighbors.
It has come upon us unconsciously, without being
directly sought and simply directly sought and simpiy
because this store has endeavored every day to deavored every day to improve in every way, little and big, upon the best of yesterday.

All of the Newest Ideas in Buttons, Purses, Collars and Middie Blouses
BUTTONS BUTTONS We show buttons in every shape, color and every shape, color and
size. Regardless of the size. Regardless of the
button you want for the costume you want you will find it here. We are fully prepared to meet your demands in prices.

PURSES
We show all of the
new shapes in leather new shapes in leather purses in plain a n d
novelty colors and all of the newest ideas in genuine silver bags, with all the new, up-todate ornaments.

You will now find at this of the new shapes in neckwear. The frill and tuck, the dainty weaves and materials will interest you. Also ve show a splendid selection of leath
$\$ 1.50$.

The real middie blouse season has again returned. Many new styles in these lovely little blouses are introWe are fully prepared to meet the demands of the warm days with all that is really new in this line. We show a splendid value at $\$ 1$.

## Newest Petticoats.

You will find our stock of petticoats complete in every respect. In plain and novelty colors. Deep cuffs at bottoms in real plain effects. $\$ 1$. to

## LOVELY FASHIONS IN WARM WEATHER AND SUMMER APPAREL FOR LADIES AND MISSES

Showing the new creations in two piece tropical coat suits, smart conceptions in street and evening dresses and a very striking collection of porch dresses. Showing an elaborate display of conmencement and graduation fabrics.


## TROPICAL COAT SUITS

We are pleased to announce the arrival of a smart collection of the newest creations in warm weather suits. The colors are splen-
did and the models show all the newest did and the models show all the newest
style developments. These suits are real styight weight tropical materials at the reasonable prices of from $\$ 9.75$ to $\$ 15.75$.

## NEWEST DRESSES

Ladies looking for something new in a street or evening dress will be pleased with the newly received shipment that we now
have on display. Dame Fashion's dictates are beautifully exemplified in these new models at $\$ 12.75$ up to $\$ 28.75$.

## PORCH DRESSES

With the return of the warm months we show a very interesting display of summer porch dresses. These are very striking in many a way, made of real light summer fabrics with real large collars, loose sleeves and extreme flare skirts at $\$ 3.50$ up to $\$ 10$.

## SPORT-COATS

An express shipment of the newest of sport coats have been received and are now on display showing all of the new style developments. $\$ 5.75$ to $\$ 17.75$.

## FASHION NOTES

Out of Paris has recent fascinating wed din gowns, new fashioned to the last decree and so deliciously old fashioned in many details.
Now-a-days the wedding gown is no longer a
stiff, formal affair. It is just a shade less charming than the bride. The newest to make its ap-
pearance is a most bewitching one of tulle over white lace, banded with silver and trimmed with silver fringe. Three little Showersof orange blossoms
fall from points at the fall from points at the front of the gown and a
slim wreath of the same slim wreath of the same

It is interesting to note the new developments in low cut footwear. The ance is a dainty pump made of patent and soap kid combination, while bronze is again being worn in many a delightful way.

## LET YOUR BOY BUY HIS OWN SUIT

Learn and inspire him to do for himself now, and he will not have it to ov ercome in after years, send him to this store where a boy gets just the same courteous treatment that a man does.
And if the suit your boy selects doesn't please you in every respect you may send it back for exchange or your money.

## We will do either gladly

See Our Beautiful Designs in Commencement and Graduation Dresses
40 inch Ivory Crepe 45 inch White Chif de Chine, also Pink, fon Voile, an importLight Blue and Opera shades. $\$ 1.00$
36 inch Silk Taffeta 45 inch Transparent and in plain and self Organda, a real Swit stripes.
$\$ 1.50 \$ 1.35$ and $\$ 1.00$ zerland production

36 inch Silk Poplin 45 inch Mercerized and Faile in white, Bastite a British imcream and opera portation 25c 35c 50c shades $\quad \$ 1.00$ $\begin{array}{lll}36 \text { inch fancy } & \text { Silk } & 40 \text { inch Flaxon and } \\ \text { Waistings in self } & \text { Persian Lawn a large }\end{array}$ cluster a n d tinted and varied assortstripes. $\quad \$ 1.50$ ment 40 c 30 c and 25 c
at bot
$\$ 7.50$.

