



BY GILES M. HALTOM

GERMANY DEFILES ALLIES

The treaty of Rapallo between Russia and Germany is an impudent defiance of the Allies by the Teutons. It purports to abrogate the treaty of Brest-Litovsk, dictated to the Bolsheviks by the imperial German government at the height of the war, but the treaty was wiped out by the treaty of Versailles. It purports to effect a reciprocal renunciation of war claims, but this is a subject on which Germany and Russia are not free to agree between themselves.

Among other things to which the Germans bound themselves in ratifying the treaty of Versailles was this provision of Article 110: "The allied and associated powers formally reserve the rights of Russia to obtain from Germany restitution and reparation based on the principles of the present treaty." Furthermore the Germans accepted this, and are bound by it: "Germany undertakes to recognize the full force of all treaties or agreements which may be entered into by the allied and associated powers with states now existing or coming into existence in the future in whole or in part of the former empire of Russia as it existed on August 1, 1914, and to recognize the frontiers of any such states as determined therein."

The Rapallo pact is intended deliberately to make mischief in the Genoa conference. We read that the negotiation and signing of this treaty "is pointed to as establishing a striking precedent for the nations who are participating in the discussion of the Russian problem at Genoa." Also the instrument "expresses the friendly hope that other powers will do likewise." This treaty, if its execution and observance are not prevented, may prove a serious embarrassment.

On Germany's part it is a bold bid for position in negotiations with the Allies who dominate the economic conference at Genoa. It is obvious that these slippery customers cannot be treated with the degree of consideration that properly may be shown to honorable states. Here is an attempt to grasp up the European economic concert before it has been organized and it may prove successful.

LEARNING FROM FORD

Every business man, from the proprietor of a cross-roads store to the industrial magnate, can learn something from Henry Ford, because Ford's success is the greatest in history.

Ford makes automobiles and sells them cheaper than anyone else. He makes and sells as many several times over as all the other automobile makers in the world. Doubtless Ford could easily convince himself that his automobiles are worth much more than he asks for them. The result would be a failure through the greatest pitfall of modern business.

But that isn't the Ford psychology. Ford says he always sets his prices at what people could afford to pay for his automobiles, and they were all ways far below what it cost him to make them when he set the prices. He was forced to cut costs to meet the prices he had set. The result is the most efficient industry ever conceived by man—and a fortune for Ford of hundreds of millions.

For the young man who, peeved, because his employer does not "recognize his ability", does not make a supreme effort to thoroughly master his job first, and collect afterward, there is always a lesson in this.

THE NEW IDEAL OF NORMAL

Normality surely is a good goal, even if some of those who have tried to talk the country into that desirable state did not know how to spell the word, but like the golden age, it is rather elusive. Most people who talk loosely about getting back to normal conditions have vaguely in mind some time before the war, but there is no agreement as to the exact time when American industry and general business conditions were in the happy state now thought of as normal.

The steel industry is spoken of as a pretty good barometer of business. Steel is picking up. There are more orders for it and the manufacturers already are beginning to raise questions as to the time for delivery. Such is the report of one of the most authoritative trade reviews. It is estimated that production already ranges at from 60 to 70 percent of capacity.

Superficially this estimate does not seem so stimulating, but again the question of standards enters in. The fact is that 65 percent of present capacity runs pretty close to the full volume of the output in the years 1912

and 1913, usually thought of as normal. Nearly all the essential industries were greatly expanded during the war. In the same way all judgments of effort, of accomplishment and of values were much enlarged. It therefore becomes not a little difficult to know what to expect when the new normal state shall have been attained.

It ought to be reasonable to suppose that normal must now take on a new meaning.

PASSING OF GOOD MANNERS

The accusation is made that men no longer are as courteous to women as they once were. Good manners are out of date, it is said. The change is imputed to the change in woman's status. Since she has left the shelter of the home and engaged in business and public activities, it is not considered needful to show her deference. Men, unashamed, will remain seated in street car while women stand; they will smoke in mixed society, without so much as asking permission; they will speak to girls a "fellows". "She's a good fellow," one will hear them say. Does it mean that the enfranchisement of women, the striking off of the shackles, has killed chivalry? That men cannot be expected to show courtesy to women unless women occupy a subordinate position in society?

It may be that women themselves are partly to blame. Some have lost the respect that formerly was theirs by adopting masculine ways. A few foolish ones dislike to be thought of as "the weaker sex" or "the gentle sex", and on that account discourage the showing of deference to them, thinking it implies that they are not the equals of men. Of course they are not the equals of men in muscular strength, and they should glory in not being the equals of men in coarseness, either.

If there is to be leveling of the sexes it should be effected by raising men's standards of refinement, not by lowering women's. A great man showed perception of this many years ago at a banquet in his honor. "Since there are no ladies present," said one of the speakers, "no harm can be done by telling an indelicate story." "But there are gentlemen present," objected the great man.

INSURING THE FUTURE

Life insurance companies recount periodically the expansion of their business in terms of new policies written and death claims, endowments and annuities paid. It is natural that among the most interesting of the statistics should be enumeration of great sums of insurance carried upon the lives of individuals recently deceased.

Yet that millions are sometimes written upon a single life is not a true measure of the triumph of the idea of life insurance. The regard in which protection is held by the public and the extent of the beneficent influence are alike measured not by the few great policies, but by the many small ones. A greater service is done in writing a thousand policies for a thousand dollars each than writing one policy for a million dollars. For it is in the universality of life protection that insurance will reach its greatest achievement.

Large policies, nevertheless, protecting investments of varied natures and vast ramifications, are coming into increasing popularity among men and corporations able to set aside liberal funds for this purpose. And the fact that rich men and great corporations find insurance a good thing adds greatly to the confidence of the man of small means in making a sacrifice today, if necessary, in order to safeguard tomorrow.

A LESSON TO EUROPE

While the Allies and their friends were debating how far the Genoa conference should go with regard to Germany and Russia, Germany and Russia acted for themselves. They now have a treaty of which the most impressive provisions are these: First, the two countries forego all war claims against each other, canceling alike their mutual damages and debts.

Second, they adopt a policy of business co-operation, by which each country is to enjoy full business privileges in the other country, and both are to function virtually as one economic system.

Official recognition of the soviet government is highly regarded by Lenine, no doubt, but of less importance than the facts mentioned.

This separate action is naturally regarded by the Allies as an act of bad faith, tending to subvert the purposes of the general conference. It is that, no doubt. Duplicity is added to arrogance and obstruction. Yet there is in it such policy as may do the Allies themselves some good if they

will heed the plain lesson before it is too late.

Suppose all Europe, as represented at Genoa would consent to do for itself what the big fraction represented by Russia and Germany has done. That is to say, suppose all Europe agreed upon a plan of economic co-operation, and all the late belligerents agreed to a general cancellation of war debts, except for such basic reparation by Germany as disinterested neutrals might pronounce just and possible.

Is there any other way to accomplish George aims? And is there any other way to accomplish the reconstruction that Lloyd George aims at? And is there any other way to keep Germany and Russia from strengthening their bonds of a dangerous combination against the rest of Europe?

BATTING BRAINS

There is the old story of the painter who, asked what he mixed his paints with, answered: "With brains, sir!" Babe Ruth bats with his brains.

We have it on the authority of Dr. A. E. Winship, of the Journal of Education, that Ruth's big income is richly merited because it "is not the result of trick work, is not made at the disadvantage of anybody, not due to striking oil and not due to politics or business combination," but to the product of "pure, intensified brain power such as no other American possesses."

In other words, Dr. Winship says, Ruth deserves as much salary as any five university presidents or any ten state commissioners of education, because he has correspondingly more brains.

It must be admitted, at any rate, that Ruth has a mighty good set of brains for his purpose, and uses them to good effect. He stands poised and ready, mind and body concentrated on the task before him. He sees the ball coming like lightning, appraises its speed, direction and curve in an incalculable fraction of a second, and at the same time decides where he will send it, and combines all his physical and mental force in one magnificent, supreme, efficient whack. Would not the same combination of brain power, alertness and will put any man at the top in his own line?

Now Genoa has a "big four", but Uncle Sam is not Number One.

# Keep It Before You

WHEN Isaac Newton, the great mathematician and philosopher, was asked how he worked out a complicated problem, he replied:

"I keep it before me."

Glance through the advertising columns of this paper and in a few minutes you have before you numerous things you want to buy now or at some future date.

Advertising has stabilized prices. The Advertiser names his price—one for all. You can know that in paying it you are getting the same deal as the next one.

Keep it before you. You owe it to your pocketbook.

Advertising has helped stabilize quality. Only the best wares are spread before you on these printed pages. The men who advertise here are making public certain claims, on the fulfillment of which depends their commercial success.

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Advertising gives you news of the latest and best things made with words as to what they cost and what they will do. It puts before your eyes the pick of the country's market and the selection of the particular kind, shapes, size and color that best suits your taste and fits your pocketbook.

Keep it before you

APRIL TWENTY-FIRST

The people of Texas are today commemorating the anniversary of an event from which flowed tremendous consequences.

fought 86 years ago, on a field which lies only a little way east of the limits of the City of Houston.

We are as yet too near that time to fully grasp the importance of that battle or correctly estimate and appraise the qualities and capabilities of the men who composed that Texas army which won a victory, the fruits of which will be reaped by generations yet unborn. The importance of the triumph they won will be more clearly revealed to those who will come after us.

Today is far more than a holiday, a day for engaging in thoughtless and frivolous indulgences. It is an anniversary of deep and peculiar solemnity, and one on which we should remember that what we commemorate and rejoice over is not vast stretches of cotton, expansive areas of wheat drawing nigh to golden harvest time, or any other evidences of material greatness and economic and financial power. Those all belong to the realm of the physical, and will pale and perish and pass, while that which makes for true glory and greatness lies in the realm of the spiritual.

The struggle for Texas independence was a struggle for human liberty, for freedom of conscience and worship, for justice and righteousness of government, and it was won by courage, by devotion to duty, by suffering and by sacrifice.

It was won by men who loved liberty better than they loved land or loved life. There was not a man who fought in the ranks of the Texan army at San Jacinto who did not make the offer of his life upon the altar of duty.

Some of them died on the field. Their great commander was grievously wounded. But in the final analysis there can be no distinction drawn between those who offered their lives, but escaped the peril, and those who "made the supreme sacrifice."

Some of them died on the field. Each and all measured up to the divine standard: "Greater love hath no man than this, that a man lay down his life for his friends," and only that man meets the standard who is down-

## Nacogdoches Iron Works

Does all kinds of Gas Engine, and Farm Machinery repair work. Located North of Electric Light Plant on Southern Pacific Tracks. PROMPT SERVICE REASONABLE PRICES

ered with courage, with the virtue of heroism, and who is ready to unselfishly lay down his life, if need be, on the altar of duty.

It is those qualities in the men who gave us the matchless heritage which we possess, to which we today do honor or when we commemorate and an or when we commemorate an anniversary that will stand forever and for aye blessed in the calendar of the history of Texas.

Great as is the physical and material heritage which they bequeathed us, far exceeding it in enduring value is the example of the love of liberty, fidelity to conviction, devotion to duty and readiness to die for the right which they have left us.

The moral and spiritual value of that example and the material value of their service and suffering and sacrifices will be more clearly revealed with the passing of the centuries.

The historian of the future will make worthy record of their deeds, and in ages yet to come men will know that they were as patriotic, as courageous and as unselfish a body of men as ever established, shaped the policies or directed the destinies of a new nation.

'Tis the achievements of such men that we commemorate today, and by such commemoration we honor ourselves and prove that we are worthy of our ancestry.—Houston Chronicle, 21st.

The man with the hoe is a conspicuous personage these days.

ABOUT CHICKENS

Rev. J. R. Nutt, who contributes a department headed, "Some Things Worth While" to the Lufkin Leader, had the following to say in the last issue of that paper concerning a subject which is just now worrying quite a number of Nacogdoches who are trying to beautify their home premises by the cultivation of flowers:

"While on the chicken question, let me say another word. There are three reasons for a chicken law in Lufkin. There isn't much culture in the home where the chickens roost on the front door steps. Second, courtesy to your neighbor. Why should you allow your chickens to scratch up your neighbor's front yard? Third, you will have better chickens, if you will keep them up. These reasons are sufficient, so far as I am concerned. For myself, I like both flowers and fried chicken. Chickens in the back yard and flowers in the front make a home rather complete. God certainly loved flowers, or He would not have clothed nature with so many of them."

Much of the correct English one reads was spoken with a blue pencil.

Horace Greeley, of course, did not have in mind these trips to Leavenworth.

Striving to get into the upper crust of society has cost many a man his bottom dollar.



"Buffalo Bill, where do you get saddles and pads for your Rough Riders?"

From Waco, Texas, made by Tom Padgett Co.—Over fifty years in business—they don't hurt your horse.

(Padgett's ad has been carried in the Hallock papers for over fifty years.)





Heavy L.L. Domestic, yd. **8 3-4c**

# THE CASH STORE

240 Everitt Denim OVERALLS, Pair... **98c**

## End of the Month Sale

**SALE OF BARGAINS ONE WEEK ONLY** Begins Sat., April 29th **INCLUSIVE**  
Ends Saturday, May 6th

THE FIRST 25 LADIES ENTERING OUR STORE SATURDAY AT 8:00 a. m. WILL BE PRESENTED WITH A PACKAGE OF SOMETHING USEFUL WITH OUR COMPLIMENTS

Seven lucky days of our **BIG MONEY SAVING VALUES** in Staple Dry Goods for your every-day needs on sale at prices positively lower than you can buy elsewhere. Why? (Instead of large profits and occasional turnover—our plan is quick turnover—and small profits—combined with a small over-head—combined with volume and service—is why we undersell. Our entire store will be decorated with many bargains for this big Sale. **EACH ITEM WILL BE MARKED IN PLAIN FIGURES—THE SALE PRICE**

**SEVEN DAYS—YOUR**  
chance to save money

**WANTED—Additional Sales People For This BIG SALE**

SEE THE MANAGER, SATURDAY, APRIL 29TH, 8:30 O'CLOCK A. M.—MR. C. B. BREWER

**SEVEN DAYS—A**  
REAL SALE

## ONE WEEK'S SALE OF SPLENDID VALUES!

Ladies' Brassiers on Sale ..... **24c**

In new and snappy spring merchandise offered at prices that will positively move the goods. Don't delay. Come early, because people from all over Nacogdoches county will rush to this Sale. Why? Because they all talk about the Cash store. Our prices are right to start with, and when the Cash Store puts on sale it means money-saving. We convince people that we do undersell. Money talks.

Fancy Percales, Special ..... **9c**

**Our stock is large and complete in Piece Goods, Underwear, Hosiery, Millinery, Ready-to-Wear, Ladies Oxfords and Pumps, Mens Furnishing, Suits, Hats, Underwear, Work and Dress Shoes, all of which will be on sale as per prices below. Many other items too numerous to mention.**

Boys Blue Serge Caps Special ..... **45c**

**EXTRA SPECIAL** 25 PAIRS LADIES LEWIS HEEL OXFORDS AND PUMPS BLACK AND CORDAVAN. SIZES 2 TO 7. SPECIAL **\$1.95**

Ladies' Vests, Special at ..... **9c**

### Men's Suits

Men's Navy Serge Suits, sizes 36 to 42, \$19.50 values, Special ..... **\$13.98**  
\$12.00 Cool Cloth Suits, Special ..... **\$8.95**  
Men's All-Wool Navy 2-piece Serge Suits Special **\$11.95**  
Men's Serge Pants, \$5.00 grade, Special ..... **\$3.25**  
Men's Pin Check Pants, \$2.00 values, Special ..... **\$1.45**  
Men's Khaki Pants, \$2.00 values, Special ..... **\$1.45**  
Union Made Overalls, Special ..... **\$1.10**  
Gray Work Hose ..... **9c**

### Ladies' Ready-to-Wear

Ladies' Aprons, assorted colors. Materials: Plaids, Checks, Gingham and Percales, that sold for \$1.25 and \$1.50, Special ..... **98c**  
\$1.50 Middy Blouses, Special ..... **\$1.10**  
\$2.00 Fancy Voile Waists, Special ..... **\$1.59**  
\$6.95 All-Wool Serge Skirts, accordion pleated, Special ..... **\$3.95**  
\$3.50 Assorted Percale and Organdy Dresses, spec. **\$2.25**  
All Taffeta Dresses Half Price.

### Ladies' Footwear

Ladies White Sallie Sandals, 2-straps button, Spec. **\$1.95**  
White Oxfords, Special ..... **\$1.95**  
\$4.95 Brown Kid Walking Oxfords, Rubber Heels, Special ..... **\$3.98**  
12 prs. Ladies' Brown 2-Strap Pumps, \$4.50 values, to sell quick ..... **\$3.25**  
Ladies' One-Strap Plain Toe Oxfords, Special ..... **\$1.95**  
Ladies' Patent Two-Strap Low Heel, perforated cap toe, \$4.95 value, Special ..... **\$3.95**

Mens Nainsook union Suits, Special .. **69c**

LOOK AT THE PRICE—THEN THE VALUE. THEY SPEAK FOR THEMSELVES.

50 LADIES' TRIMMED HATS, ASSORTED, LARGE AND MEDIUM SHAPES; ANY COLORS. HATS THAT SOLD FOR \$1.50, \$2.00 AND \$3.50, TO SELL QUICKLY—SPECIAL ..... **98c**

Ladies' \$1.00 Silk Hose, Special .. **69c**

**Extra Special!** 50 PAIRS MEN'S ENGLISH TOE DRESS SHOES. COLORS, BROWN AND BLACK. \$3.50 VALUES, SPECIAL (Act Qlck) **\$2.98**

### Mens Work Shoes

\$3.50 values, Special ..... **\$2.95**  
\$4.50 values, Special ..... **\$3.95**  
\$2.50 values, Special ..... **\$1.98**

#### DRESS SHOES AND OXFORDS

\$10.00 values ..... **\$6.95**    \$6.00 values ..... **\$4.95**  
\$8.00 values ..... **\$5.95**    \$4.00 values ..... **\$3.25**

### Staple Goods

15c Apron Gingham Checks, Special, yd. .... **10c**  
19c Apron Gingham Checks, Special, yd. .... **14c**  
25c Fancy Dress Gingham, Special yd. .... **16c**  
75c Tissue Gingham, Special yd. .... **55c**  
75c Fancy French Voiles, large rings and dots; beautiful colors. Special, yd. .... **49c**  
25c Soft Nainsooks, Special, yd. .... **17½c**  
35c Soft Nainsooks, Special, yd. .... **24c**  
50c Soft Nainsooks, Special, yd. .... **39c**

### Ladies' Gowns

\$1.00 Slip-Overs, Special ..... **69c**  
\$1.25 Slip-Overs, Special ..... **95c**  
\$1.50 Slip-Overs, Special ..... **\$1.15**  
Fifty Shell Knee Union Suits Special ..... **25c**  
Seventy-Five Shell Knee Union Suits Special ..... **45c**

THE EXPRESS MESSENGER REMARKED "THAT WHENEVER A PASSENGER TRAIN DIDN'T HAVE A PACKAGE FOR BREWER & MILLARD, IT WAS A THROUGH TRAIN AND HE WOULDN'T WORK IT."

Men's Work Shirts Special ..... **69c**

Men's Hose, Solid and Fancy Colors. Men's Gauntlet Leather Palm Gloves. Men's Work Hats, priced Special for this Sale ..... **19c**

Men's All-Leather Plow Shoes ..... **\$1.98**

**Extra Special!** PURCHASED SPECIAL FOR THIS SALE. 100 INFANTS' AND SMALL CHILDREN'S WHITE PERCALE, LAWN AND PIQUE DRESSES, SIZES 1 TO 3, 2 TO 6. PLAIN AND EMBROIDERED EFFECTS. WONDERFUL VALUES. \$1 SPECIAL **59c**

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Merchandising is an art; buying is an art; selling is an art; price is not an art, but an object.





