

THE OBSERVER

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THE Y. M. C. A. BUILDING.

Selection of the David Fitzgerald corner for the new Y. M. C. A. building would be a fitting climax to the excellent campaign that just closed here. The corner is the ideal place for the new structure. As originally planned the inside lot was to have been used, but the wisdom of the well seasoned business men in charge of the location will likely prompt them to change to the corner lot which would settle the matter in a way that there should be no complaint from any side. Other locations were offered but none seem to fit so splendidly as does the corner. And the price is well within the bounds of reason for a corner lot. In fact, it is what might be termed cheap, judging from the prices being received for close in business property in the last few months.

Everything is almost in readiness the beginning of the structure which will benefit La Grande in more than one way.

THE HIGHER SELFISHNESS.

We are accustomed to hear selfishness arraigned by preachers and moralists as a vicious characteristic—one to be conscientiously eradicated. They seem to regard it as the root of all evil; and most likely it is. But talk all they may, selfishness never has been eradicated from human nature and probably never will be.

Selfishness, after all, has its uses. If it is the root of evil, it is also the root of much that is good, and there is reason to doubt if the world could get along without it. Selfishness is at the bottom of most human activities, and as a motive force may be used to produce justifiable results. Statesmen and publicists learned long ago that it is almost impossible to sway any large number of people by an argument which does not make a more or less selfish appeal.

To admit that the mainspring of human activity is governed more by selfishness than any other factor may not be agreeable to those of us who are accustomed to interpret life according to a philosophy of rosy-hued idealism. But if truth compels the admission, let it not lead to pessimism and inertia. Let us face the fact and make the best of it. Let us be wise in our selfishness. Let us weigh our interests and sacrifice the selfish inclinations of the moment for greater satisfaction to come. Let us pay the price for big things.

This principle finds exemplification in the campaign for community development which a great many towns

throughout the United States are now waging. The motive actuating these campaigns is not one of pure altruism nor yet pure avarice. It is what might be called "the higher selfishness." It is an appeal to the citizens of these towns to get together and give a little time and thought and money to the promotion of a plan which if efficiently carried out will result in great benefit to all. It is a plan to sacrifice small present interest to great future good.

To give time and energy and money to the building of one's community may seem like a sacrifice; but it is only temporary and well worth the cost. A bigger, better community means better business, better wages, better homes, better people, better living, and increased opportunities for individual development and enjoyment of every kind. Though some little temporary interests are sacrificed for this one great permanent benefaction, it is worth the price.

Community building might be defined as broad-minded selfishness. It means: Be selfish for your town and neighbor. That is not by any means a base and shameless platform to stand upon. It is not pure and holy altruism, to be sure; but there is some altruism in it nevertheless. It might be called practical altruism.

"Be selfish for your town and neighbor." Somehow that sounds like an echo of the Golden Rule.

EUROPE AN ARMED CAMP

If, as Winston Churchill of the British cabinet suggests, Great Britain and Germany would cease naval building operations for one year an example would be set the "civilized world that in the end must hasten the day when armament will be limited throughout the world. The mad rivalry in which these two nations have indulged for years now has had its logical sequel in an army competition between Germany and France that in turn has had a reflex effect on the entire continent. If present plans are carried out Europe this year will be even more of an armed camp than it ever has been before, taxation will increase enormously and ultimately no difference in the relative military standings will be brought about, the meeting of each increase by the various nations maintaining a balance as it has been.

Simple arithmetic is all that is necessary to prove how futile such increases either in army or navy must be so long as the advance in expenditure is "covered" by a rival as soon as announced. The temporary cessation in the warship building race between Great Britain and Germany for a time held forth the hope that common sense was about to rule, but the renewal of army rivalry on the continent proves that the situation essentially is as bad as ever. If, however, as Mr. Churchill seriously recommended in a recent speech in the house of commons, the two principal nations signified their sincere desire for peace by absolutely halting their building program for at least a year there would be in that action a moral example which must have widespread effect. Tried for one year, the plan possibly would prove so successful that it would be

renewed for another and perhaps again for a longer period until finally Europe woks up to the folly and futility of its present policy.

THE PHRASE THAT BURNS.

Now that Woodrow Wilson's "New Freedom" is securing the wide reading that its intrinsic merits deserve some are objecting to it because it contains so many generalities. They say that the problems of a country never were solved by generalities and seem to think that the president should have given the public, instead of broad views on the tariff, the exact particulars in which the chemical or the wool schedule is wrong.

In his first message to congress Mr. Wilson thus concentrated his tariff views: "We long ago passed beyond the modest notion of protecting the industries of the country and moved boldly forward to the idea that they were entitled to the direct patronage of the government. At last nothing is normal, nothing is obliged to stand the tests of efficiency and economy, but everything thrives by concerted arrangement."

That is a generality, but it is a generality that can be and is being applied in a very practical way. In such generalities is wisdom and guidance. Generalities like this simply take conditions as a whole and pack them into a few sentences that picture the entire situation.

History hardly would be what it is were it not for the stirring generalities particular crises have called forth.

"No taxation without representation," is the generality on which this country was founded.

"Give us liberty or give us death," is a generality.

"Millions for defense but not one cent for tribute," is another. Many of our current phrases, like "progressive government," "rule of the people," "special privilege" and others that might be cited, are generalities in which we have condensed the experience gained in numberless specific instances.

The trouble with many generalities is that they are simply generalities, not intended to be applied. We all know men who rant about the "evils of city government," and then forget to vote. We all have met those who preach the golden rule and then turn widows out of their homes.

The generality worth while is the white hot phrase that burns itself into actual human life and experience. Woodrow Wilson has many of these pungent, practical generalities. The American people are the better for hearing them.

PREPARING FOR TROUBLE.

There is a tendency among some of us to spend as fast as we obtain; to take no thought of the morrow.

Almost inevitably it brings suffering. The profligate of the present is the pauper of the future. The man who has no sickness in his family, no reverses in his business, no interruption in his income, is experiencing life at par. He is getting the full 100 per cent.

But 100 per cent isn't the average. Somebody is having trouble. Disease and death are creeping into some men's homes, disaster into some men's business. Ultimately it is pretty certain, by the great law of averages, to hit us somewhere. The man who is experiencing none of these troubles is both lucky and exceptional. The exception is a poor thing to bet on.

If there is any way you can, by denying yourself a little luxury, by using a little foresight even at a sacrifice, you ought to prepare for that time when the great law of averages hits you. When that time comes if it finds you in your own home, with a little money in the bank or in some safe investment, you won't have to suffer or to ask from those who have shown more sense. You will have saved both your independence and your self-respect. You will be able to take the comfort that you ought to have, to do well by yourself under adverse circumstances.

You are living in the sunlight now. Would you be ready for the night if it should come? And don't you think it likely it will come?

If the men follow fashion's dictates so far as straw hats are concerned they will look like a lot of animated Easter eggs this summer. Some of the new straw hats will come in the shades of brown, green, blue, purple and gray, with bands to match.



The Auto Season

"Will Soon Be Here"

SEE OUR SHOWING OF AUTO COATS, SUITS, CAPS, GLOVES AND ROBES.

Make Your selection early—While you can choose from a complete new line.

Block Auto Gloves

In many different weights and styles. All sizes. Prices are \$1.50, \$3.00, \$3.50 and 4.50

Men's Auto Caps and Hats

in leather, silk and whip cords.

\$1.00 to \$1.50

Madcap Auto Veils

for women and misses, \$5.00

KENYON AUTO COATS

for both men and women—both rain and dust proof. Prices from \$15.50 to \$25.00.

WHIPCORD AUTO SUITS

Very popular for either auto or outing use. Made in the new Norfolk styles. Prices \$6.00 and \$10.00

CHIEF JOSEPH AUTO ROBES AND BLANKETS

"Manufactured especially for this store."

Many attractive patterns to select from and sizes and weights to please every fancy. Every auto owner should have one of these.

CHIEF JOSEPH BLANKETS
\$5.00 and \$7.50

CHIEF JOSEPH ROBES
\$7.50

Women's
Linen
Auto Coats
and Capes.



Women's
Auto
Gloves
\$1.50 to \$2.50.

The Test of Time

Time determines whether the policies under which a bank is operated are safe.

This bank has been in business twenty-six years.

It has grown steadily until it has become one of the strongest and most prosperous financial institutions in the West.

The soundness of its policies is attested by the long list of conservative business men who transact their business here; also by an earned surplus of \$130,000.00, the work of time and the result of conservative management.

This bank has facilities for taking care of more high grade business and offers its services to those who appreciate the best in banking.

La Grande National Bank
La Grande, Oregon

Capital, \$100,000.00 Surplus, \$130,000.00 Resources, 1,100,000.00

DESIGNATED DEPOSITORY OF UNITED STATES GOVERNMENT.
UNITED STATES POSTAL SAVINGS DEPOSITORY.

OWN A HOME.

Wandering youth brings wandering age. Own a home.

The family that rents is only camping out. Own a home.

The man who rents is a ship without an anchor. Own a home.

Better be a cottage owner than a castle tenant. Own a home.

Have some place somewhere where you are boss. Own a home.

If you want to increase your chest measure six inches, own a home.

The rain makes the sweetest music on a man's own roof. Own a home.

It is a fragile cord that binds a family to a rented ohuse. Own a home.

Share something with your wife besides a rent receipt. Own a home.

Don't spend your whole life on somebody's else property. Own a home.

The landlord won't care how much noise the children make if you own a home.

The bride is entitled to something besides credit at the grocery. Own a home.

All the ground some men ever own is six feet they don't care about. Own a home.

The world looks twice as pleasant to the man who views it from his own front stoop. Own a home.

Your children won't understand the Declaration of Independence in a rented house. Own a home.

A few dollars planted in a vacant lot are seed from which will grow your own vine and fig-tree. Own a home.

Don't spend too much sympathy on animals that are born in captivity,

When you see a man stop to kick a banana peel off the sidewalk into the gutter, you know what has happened to him sometime in his career.

Perhaps the \$100,000 worth of human hair found hidden in New York was a treasured tuft from the glistening dome of John D.

A poker chip in a man's pocket is often taken as conclusive proof he had not spent the night with a sick friend.

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A few dollars planted in a vacant lot are seed from which will grow your own vine and fig-tree. Own a home.

Don't spend too much sympathy on animals that are born in captivity,

while children are born in flats. Own a home.

We must spend money for necessities; we should spend it for investment; we may spend it for pleasure; when we spend it for a home we spend it for all three. Own a home.

Secretary Daniels will remove all slang from the navy. He should also send the navy a supply of pink tea.

A French scientist declares that man is descended from the bullfrog. Which may account for the croakers.

We'll stand for the Bulgarian buttermilk and the Bulgarian colors, but never for the Bulgarian blouse.

A Chicago magician's wife is missing. Perhaps the magician has her concealed in his silk hat.

No Time for Notions.
A very dirty boy attended a certain school. One day the teacher sent the boy's mother a note saying that he was not clean and that she ought to bathe him oftener.
The mother sent the teacher a note in reply, in which she said: "My boy Bill ain't no rose. Don't smell him; learn him."

Notice to the Public.
On and after May 12th, 1913, the firm of F. M. Boch and P. F. Rohr is dissolved by mutual agreement, Mr. Rohr's interest having been purchased by J. I. Lebert. The new firm assumes all the company's debts, and all accounts are payable to the new firm.

F. F. ROHR.
F. M. BOCH.