

THE OBSERVER

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FORD AND \$10,000,000.

Ford is going to give to his employees during the course of the year \$10,000,000. The press of the country have said all kinds of things about the scheme, some condemning the whole as a shrewd move on the part of the auto manufacturer to get a great deal of advertising for his cars at little cost. Others, while giving Ford credit for having a kindly disposition, claim it is going to be revolutionary and will, in time, cause some kind of economic war. Most of this is mere speculation and no one seems to be able to get near enough to the big man to find out just what his real motive is. Men will be compelled to take the matter as it is and expect him to pay the money.

That the little machine is going to get much advertising throughout the world is certain. And what is more it is going to cost the factory little compared to the advertising bills of the higher priced cars, which are said to be as high as 60 percent of the actual cost to the purchaser. That a man could do something so radical without being much talked about is hardly possible in this day and age of surprises. Incidentally the car will be sold. The whole problem hinges on the car. Were it not for the car there would not be millions to distribute among the employees, and for this reason any mention of the scheme must necessarily include the car.

But when all is said and done, when all editors and economic writers have exhausted themselves either in praise or condemnation of the plan, the fact remains that the millions will be distributed each month and that Ford will have made an attempt to make good in this respect. It is said of the owner that he has allowed no plan of his to fail, and that he is going at this new venture with the same desire to succeed which has characterized all of his former activities.

It is not infrequent that persons have some dormant trait of this kind and have longed for years to put it into execution, that the lack of means was the only drawback. It may be too, that the man glories in tackling things which to the majority of men seem ill advised, or at best only a beautiful theory, incapable of practical application.

But we read in the Ford Magazine an article, taken from the Detroit Free Press on this gigantic scheme, and we may assume that when it appears in the Ford Magazine, devoted to the advertising of the car bearing this name, it has the sanction of the owner.

There are some things which will escape the average reader. Mention is made of the method employed to secure proper data on all of the employees of the big factory including the skilled mechanic and the common

laborer, the highest and the lowliest. The habits of the man will be taken into account. The fact that he is banking some of his money, the fact that he is properly providing for those who are dependent upon him—the man's habits outside the home and the factory—whether he is trying to live a champagne life on a beer salary, to use the old phrase—whether he is trying to pay for a home—whether he is a high flyer in society, whether he pays his board regularly—these and a thousand and one other indices that go together to make him a dependable employee, will be made into a record, always open to those in charge of the distribution of the big melon.

One would suppose from the details of this or Ford had set out to prove that other men had adopted the theory—that if the whole depended upon money for issue, he had made up offer both the money and test the details of the plan. Things are taken for granted.

These are the details of a given color does not agree with the highest type of workmanship in the making of automobiles. Late hours, reckless spending, gambling, non-support of dependent ones, indicate a lack of proper concentration, a sort of looseness, an attitude of mind willing to let any old thing suffice as long as it might be painted with black enamel and pawned off on a nonsuspecting public, with little knowledge of mechanics and materials. From this point of view the scheme, whatever its motive, is bound to be conducive to the making of good machines. The man who shows off color outside the factory, will be given the wink to mend. If this does not help, he will be given his passports, to make room for some one with the proper attitude of mind.

It is a sort of inducement by the company to assist the wildest young man, in all respects able and competent, to acquire through the temptation of money what he had not gotten through proper discipline at home. One of the significant statements in this article is the one which relates to foreigners. Ninety-five percent of the trouble in industrial establishments, he asserts, comes from men born in this country. The foreigners are tractable and readily submit to discipline. True, the sterner discipline of the old country and the better wages are the cause of this.

In the last analysis it is an attempt to muster all the forces that go together for the making of good machines, and an attempt on the other hand to crowd out by temptations of money inducements and considerate treatment all of the factors of the human machine classed under the head of incompetency, levity and a spirit of insubordination.

Medical men, scientists, economists, and an army of fifty trained thinkers have been employed to work out the details of the scheme. In a year from now it is likely that Ford will have a lesson for the entire industrial world. Men will follow his example, not because he is Ford, the maker of automobiles, but because he had the courage to try out a big scheme—a theory—and show to the world by experience that by proper treatment and proper inducements, every man worthy the name, can be led and strengthened in his willingness to make of himself a superior order of human being. If Ford fails, it will be Ford's failure. If he succeeds, he will have done more towards solving economic and democratic principles than an army of soap box orators or a carload of treatises on "How

to be decent." Indeed the old order is changing. The dawn of a new era may be at hand.

A TENDENCY TO FORGET.

Blushingly, one must admit that the tendency is to forget great men. Business goes on, children scarcely halt in their studies and perfunctory only is the observation of a birthday anniversary such as is being celebrated (?) today throughout the United States. Abraham Lincoln is revered, it is true, but the tendency nevertheless, is to forget him. Of our readers today, how many realized—before notices were called to the fact—that today is Lincoln's birthday anniversary? American youth is like the American adults, pretty much the same things, and it rests with the teacher to counteract the tendency to forget.

UNCOVERED

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in Utah, but it court and in sustains an appeal. Phillips said: promoters were forced to the scheme of stock in the chances was represented that the suit were won the result would be over \$200,000,000 for division among the shareholders. These agents accordingly disposed of some shares at the proportion of 50 for \$1 in money, and when the bait staled they offered the still more alluring temptation of 100 shares for \$1 in money and the evidence shows that they succeeded in drawing from their dupes about \$50,000.

For years after this there was nothing more heard of the claim but lately Col. Reeve has learned that some more 50 to 1 chances are being offered and that one man recently parted with \$1900 to the promoters.

Though the names of these promoters are not made public it is said that they are working for a contingent fee of 50 percent of the money recovered and need a few thousand dollars to carry on the case. They also tell that Secretary McVeagh admitted the claim and was ready to sign "the papers" but that his term expired while he was looking for his pen.

As a matter of truth no such bonds were ever in the treasury. Furthermore Durkee was far from wealthy, and nowhere in his will or other papers did he make mention of any swollen fortune placed in the hands of the government.

CITY TO BUY METERS

(Continued from Page 1.)

pense and \$164.54 improvement district interest. Three trials in court, \$20 fines and \$5 forfeited.

Fire department put out a fire in W. H. Casey's house on West Adams, two men out and three gallons chemical used also—on phone call turned in box 33 and put out roof and chimney fire in house occupied by Mr.



Benjamin-Washington Tango Tuxedo

Many Attractive
New Hair
Ornaments

Don't Hesitate

But See Our Display of Elegant

Tango Gowns

"They're Some Classy Rags"

"The Newest Creations in Exclusive
Styles Direct From New York"

Slippers - Tinted
To Match Your Gown

Hose - Tinted
To Match Your Gown

West
THE QUALITY STORE

Fownes Gloves
in 16 and 20
Button Lengths

Grimm and owned by Mr. Hibberd; ten volunteers out and 35 gallons of chemical used.

Treasurer collected \$795.40 water rent; \$812.55 assessments and interest and \$55 license, redeemed \$2545.22 warrants with \$296.36 interest on the same. Of this amount the bank had to hold \$609.66 a few days and they were allowed three days interest, amounting to 34 cents. These warrants were called in June, 1913.

Received another communication from Causey, Foster & Co., inquiring which way we desired to change the charter.

The C. W. R. & N. Co. notified me that the company accepted my offer of \$300 a month flat rate for February and March and April, in order to test meter. Have taken out meter at railroad shops and railroad installed one of their own.

With city attorney prepared a formal demand on ex-treasurer for balance of city funds amounting to \$16,589.99, together with some interest items and some missing coupons.

This demand was served upon Ray W. Logan and his attorney by Treasurer Manager and your general manager, February 7.

BIGGEST CHILD BETTERMENT

(Continued from Page 1)

the parents of every rank and occupation of the city, for the children of the lawyer, the doctor, the railroad man, the laborer, the teacher, the minister, the grocer—in one word—for every parent in the city of La Grande. The move recognizes no creed and is non-sectarian. The Academy instructors have given the movement their hearty approval and

will attend this meeting because they feel that they have the same problems to deal with as the lay teachers in the public schools. It is made clear that no social standing is going to have any weight whatever, in this move, and that the lowliest parent in the city will be expected to give the various committees his or her experience to this great movement to make the child a better child. There will be no partiality, no class distinction of any kind and the parent who is contemplating any factional feeling is warned to come with the spirit of helpfulness.

To make the whole successful it will require the co-operation of all parents, the fathers as well as the mothers, because the fathers have to some extent relegated this duty to their wives.

Next Saturday's issue of the Observer will contain a program for the meeting and all will be asked to appear at the high school auditorium because it is a convenient place to meet, as a matter of fact, built by the means of all the taxpayers for just such meetings.

"The Best Laxative I Knew Of."

"I have sold Chamberlain's Tablets for several years. People who have used them will take nothing else. I can recommend them to my customers as the best laxative and cure for constipation that I know of," writes Frank Strouse, Fruitland, Iowa. For sale by all dealers.

Read the advertisements too.

ALICE OF OLD VINCENNES.
In the village, Che-pe-ko-ke,
In the times long past and gone.

Nestled on the Quabache river,
Lived brave Alice Rousillon.
Not a flower in valley blooming,
Not a songbird in the glens,
Was so fair and sweet as Alice,
Pretty maid of Old Vincennes.

Of she winged the grouse and
partridge
As from cover up they flew;
Or, disporting on the water,
Of she sculled her bark canoe,
And by arrow, swiftly speeding,
As to mark it straightly wends,
Doe and fawn were often trophies
Alice bagged near Old Vincennes.

Ere the battle's smoke o'er Sach-
ville
By the winds were rolled away,
Lithely sped the maid, unhin-
dered,
With her flag to crown the
fray;
Then, to mast rope tightly fas-
tened,
Up Old Glory high ascends,
Waving back a kiss to Alice,
Heroine of Old Vincennes.

Mem'ry often us will carry
On the wings of busy thought
Back to early years, when freedom
'Gained its foes in triumph
fought.
Not a spot should now be dearer
To the hearts of Freedom's
friends
Than the village Che-pe-ko-ke,
Home of Alice—Old Vincennes!
—Hubbard M. Smith.

WOMAN IN PORTLAND WINS HEALTH WITH WONDERFUL STOMACH REMEDY

Mrs. Hellman Tells Friends How
She Has Been So Quickly
Restored.

Mrs. W. H. Hellman of 222 Ainsworth street, Portland, Ore. was a victim of disorders of the stomach and digestive processes. Her trouble affected her general health and made her unhappy.

She took Mayr's Wonderful Stomach Remedy and soon was recommending it to all of her suffering friends. In a letter sending for more she wrote:

"About eight months ago I sent to you for a bottle of your wonderful stomach medicine, and after taking it sent for three bottles more, which I have taken with the best of results. I am beginning now to feel like a different person. I have been telling my friends about your wonderful medicine. I thank you for the good your medicine has done for me."

It is such words people in all parts

of the country, thousands of people, praise Mayr's Wonderful Stomach Remedy. The first dose shows results—no long treatment.

Mayr's Wonderful Stomach Remedy clears the digestive tract of mucoid accretions and removes poisonous matter. It brings swift relief to sufferers from ailments of the stomach, liver and bowels. Many say that it saved them from dangerous operations and many declare that it has saved their lives.

Because of the remarkable success of this remedy there are many imitators, so be cautious. Be sure it's MAYR'S. Go to Hill's Drug Store and ask about the wonderful results it has been accomplishing among people they know—or send to Geo. H. Mayr, Mfg. chemist, 154-156 Whiting St., Chicago, Ill., for free book on stomach ailments and many grateful letters from people who have been restored. Any druggist can tell you the wonderful effects.—Ada.

La Grande National Bank

Organized in 1887.

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

Capital\$100,000.00
Surplus\$140,000.00
Total Resources\$1,000,000.00

For twenty-six years, in all kinds of financial weather, we have successfully catered to the monetary wants of the people of La Grande and the Grande Ronde Valley.

We respectfully solicit your business.

La Grande National Bank

La Grande, Oregon