

An Accurate Alarm Clock

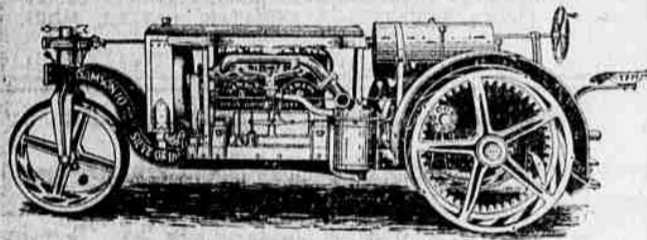
If you experience any difficulty in getting up at an hour earlier these mornings, you should purchase one of our guaranteed alarm clocks.

WE CARRY YA COMPLETE LINE OF CLOCKS AND WATCHES.

La Grande Pharmacy

Quick Delivery Phone Main 40
La Grande, Oregon

The Acme of Tractor Efficiency



This is just to remind you that you are expected to raise as much wheat next year as you do this year, or more. If possible, THE RELIABLE LIGHT TRACTOR is the solution in Britain—why not here? It takes one-fourth of the acreage a horse can farm to feed himself, which would (if put into pork) feed at least four soldiers. Then, why starve our boys over there for the sake of keeping a few cayuses? BUY A TRACTOR AND DO YOUR DUTY. La Grande Implement Co. has them Come and see.

GRAIN BEDS! GRAIN BEDS! GRAIN BEDS!
We have a carload and another carload coming. Price is right GOLDEN GATE SACK TWINE AT 90 CENTS A POUND. WHY PAY MORE?

La Grande Implement Co.

STAR THEATRE

Saturday and Sunday

Norma Talmage



NORMA TALMAGE THE MOTH

SELZNICK PICTURES

VAUDEVILLE

MUSICAL WALSH

GYPSY SPIRIT MAKES THE PRESENT DAY CARNIVAL

There is something of the Gypsy spirit in most of us, remarked the press agent for Bernardi's carnival, which is to show here next week under the auspices of the Army and Navy Auxiliary.

We all like to hike into the mountains occasionally and wander around, he continued. The street carnival is an old, old idea, the first to my knowledge having been held in Tacoma 27 years ago. This was headed by a bunch of succulent showmen as Harry Leavitt, John Cort and John Considine. All three of these men are alive and are in the theatrical business. At different times they have gone to the top as kings of their profession, only to take a turn on the toboggan which every showman hits taking a slide downward until he can get his toes firmly fixed for another start upward.

The street carnival in Tacoma was given in wooden shacks, the sidewalks were filled with merchandise and sold by the mer-

chants of the town. Amusements were free acts, such as trapeze and acrobats shown on platforms erected in the streets, all centering around the balloon ascension with the parachute leap. Cities along the coast picked up the plan and they were plentiful, making a market for the kind of talent used.

The company engaged for next week's show in La Grande has one of the best outfits and equipments on the road. It owns its train and will arrive Sunday, being ready to open here Monday evening. While it is equipped with all the modern fun-making devices, probably the Whip is the one vehicle that attracts the most attention. It is something one will remember and delights all who ride it.

Ladies of the Auxiliary are making a special effort to make the carnival a financial success for the money taken is will be put up with the Auxiliary for use in the war work.

SUBSTITUTES MAY BE DROPPED

QUANTITIES ALREADY LOWER THAN WHEAT, REPORTED.

Food Administrator Says the Farmer, Who Complains Most, Raises Wheat Substitutes.

Householders may expect more equitable prices for wheat substitutes. Stock feeders have less to look forward to. It is a serious question if there is enough feed in the country for the stock. Farmers who retain wheat for feed, except for hogs, uniformly will find the wheat ration, without other grain, insufficient.

These are the convictions of W. B. Ayer, food administrator for Oregon, based principally upon the report that the nation's wheat crop this year will be normal.

Market quotations on substitute grains are already lower than wheat. There is a possibility that a larger proportion of wheat products will be permitted in cereal purchases for home use, although this authority will be necessarily dependent on the estimates of army needs.

Mr. Ayer points out, however, that the cost of producing oat, barley, rice, corn, rye and potato flour must be reckoned with in predicting prices for the substitutes for wheat.

It takes about six pounds of potatoes to produce one pound of potato flour, 100 pounds of barley to produce 55 pounds of barley flour, 100 pounds of oats to produce 38 to 39 pounds of oat flour and 100 pounds of corn to produce 70 pounds of corn flour. Seventy-four pounds of wheat flour will be produced from 100 pounds of good wheat.

The food administrator calls attention to the fact that the farmers, who complain most about the prices of wheat substitutes, are the ones who produce the substitutes. The price of wheat is fixed by the government. The

farmer is not controlled as to substitutes; the miller is.

The wholesaler is limited as to the profit he can make in handling substitutes. Retailers who do a business of \$100,000 or more a year are licensed by the food administration and are subject to its control. Those doing a business of less than \$100,000 are not licensed. As a result only about 10 of the 800 retailers in Food Administrator Ayer's district are licensed. But while there is no direct control of the profits permitted to unlicensed retailers, the indirect control of the administration is adequate, Mr. Ayer believes.

If a retailer is found charging extortionate profits, wholesalers may be forbidden to fill that retailer's orders. Householders may learn if the prices asked by retailers are fair by consulting the "fair price lists" published every Wednesday afternoon by the food administrator. Any complaint addressed to the food administrator for Oregon that unreasonable prices are charged either for wheat products or wheat substitutes is followed as promptly as possible by an investigation and action where the facts warrant.

Mr. Ayer believes that people should differentiate between wheat substitutes for table use and for stock feed. Ability to get sufficient feed for stock will depend, he is sure, on the grinding of as much of Oregon grain as possible in the district in which it is produced. An adequate supply of mill feed alone will meet the necessities of stockmen and dairymen. The prices of mill feed are under government regulation.

Mrs. James Graham, wife of Major James Graham, has arrived in La Grande from the Willamette valley, and is a guest at the home of Mr. and Mrs. J. J. Carr. Major Graham it will be remembered, left for France in command of the La Grande hospital unit and has later been advanced in the military service. His wife has accepted the conditions that war always makes at home and this summer has exercised her energy and determination to do something to help the cause of Liberty by farming a large holding in the valley.

Job Printing, The Observer, Main 37.

OUTBURSTS OF EVERETT TRUE



War Time Fore-Sight!

Now is the time—Your Only Time—to secure your apparel and Fall home domestics—It is an absolute certainty you will never receive such quality of merchandise at so reasonable price again—until years after the world's war. We ask you, WHY DELAY?

Plain and Plaid Ginghram	28c, 30c
Plain and Plaid Percale	25c, 30c
Defender Sheets, 72x90, only	89¢
Unbleached Muslin	19c, 22c, 29c
Bleached Muslin	22c, 28c, 35c
Unbleached Sheeting, 9-4	40c
Bleached Pepperell Sheeting, 9-4	52c
Pillow Tubing, 42 and 45 in.	24c, 45c, 52c
Plain and Fancy Scrim	15c, 18c, 22c, 28c
Fancy Figured Scrim	29c, 33c, 35c
Bed Spreads, wonderful values	\$1.69, \$1.98, \$2.49, \$2.98, \$3.98
Red and Blue Check Table Cloth, only	79c
Fancy Cretomes	25c, 29c, 49c, 59c
Blankets, Blankets	\$2.58, \$3.49, \$3.98, \$4.98, \$5.90
Quilts, Quilts	\$1.98, \$2.38, \$3.49, \$3.98

We appeal to your good judgment—not to delay your Fall purchases—DO IT NOW—THIS WEEK—AT ONCE.

Follow the Crowd There's a Reason.

J. C. Penney Co.

Incorporated
197 BUSY STORES

Formerly the United Store

The Store Where the Masses Trade

APPRECIATES WAR SERVICE.

A letter received today from E. J. Roberts of Cove, enclosed renewed subscription for the Observer and he states that he wishes to express his appreciation of the Observer's war service as well as of the local news of the valley.

"The Daughter of the Land," the new novel by Gene Stratton Porter, now on sale at Silverthorn's. Better drop in and buy a copy. Only a few are left out of a large number bought. Daily 8-2311

ASK ANYONE WHO HAS USED IT

There are families who always aim to keep a bottle of Chamberlain's Colic and Diarrhoea Remedy in the house for use in case it is needed, and find that it is not only a good investment but saves them no end of suffering. As to its reliability, ask anyone who has used it.

Silverthorn's
FAMILY DRUG STORE
LA GRANDE, OREGON.

Job Printing, The Observer, Main 37.

CANNING SUPPLIES!

You Can Buy Them Here at LESS Than Last Year's Prices.

Mason Jars	Pints 75c, Quarts 86c, Half Gallon \$1.13
Kerr Jars, self-sealing	Pints 75c, Quarts 86c, Half Gal. \$1.13
Economy Jars	Pints \$1.06, Quarts \$1.15, Half Gal. \$1.49
Mason Wide Mouth Jars	Pints 92c, Quarts \$1.03, Half Gal. \$1.32
Jelly Glasses, squat or tall, doz.	36c
Mason Self-Sealing Lids, doz.	23c
Mason Old Style Lids, doz.	26c
Economy Lids, doz.	28c
Jar Rubbers, Our Special, extra thick, doz.	8c
Jar Rubbers, Standard, doz.	5c
Parowax, four cakes	18c
String Beans for canning, gallon	25c

You Save on Every Purchase at the Real Cash Grocery.

Union Store Open 8 a.m. Close 6 p.m. Saturday open until 8:30 p.m.

Hooverized Grocery

United States Food Administration License No. G50255

Across the track, next to Stilwell's Cash Market.

GRAND FEASTA and CARNIVAL

Given Under Auspices Union County Army and Navy Auxiliary at La Grande, for One Week, commencing Monday, August 26th

The ladies of the Auxiliary have full charge of the grounds and will have a rest tent and show the articles that they give to the boys over there.

THE BERNARDI GREATER EXPOSITNON SHOWS will furnish all attractions, amusements, special features and riding devices—Come to the grounds and see Amaza, Zoma, the lady with a thousand eyes—Palace of Arts—The Pit Show—California Cabaret—Honolulu Village—Spidora—Over the Top—Ride the "WHIP," the latest up-to-date Riding Sensation—Don't forget the Ferris Wheel. LOOK, LISTEN—Foley, the Dare Devil Motorcycle Rider is with Bernardi. He is the limit of all riders—Watch for Foley.

Meet Your Friends at the Carnival Grounds Next Monday Night.
No Charges at the Gate