

MERCHANTS' ESSAY and MISSPELLED WORD

GONTEST

Cash Prizes Each Week TO WINNING CONTESTANTS — Here's How —

Six of the advertisements on this page contain misspelled words. First — read all the ads through and see if you can find the misspelled words; make a list of them. Then write an essay or letter of not more than 150 words, on the subject "Why ERICKSON & LOTTES is Entitled to the Trade of the La Grande Community." Send your essay and your list of misspelled words to the La Grande Evening Observer. That's all.

Cash prizes of \$3, first prize; \$2, second prize, and \$1, third prize will be awarded each week for the three best essays or letters received, providing the writer has discovered and listed all of the misspelled words appearing in the advertisements on the contest page that week.

Each week for sixteen weeks you will have the opportunity of winning these cash prizes, so begin now to study the stores or places of business of the sixteen firms whose advertisements appear on this page. These sixteen ads will appear each week, but the misspelled words will be changed every time, so you will have to read carefully in order to catch them all.

Get Out Your Pencil — Get Into The Game!

**What You Want
When You Want It!**
La Grande's
Most Complete Line of

**AUTO MOTOR PARTS
ACCESSORIES and SUPPLIES**
If We Haven't Got It — We'll Get It!
And If It's Sporting Goods You Want—Come In And Look at
Our Fine
RODS — REELS — FLIES — SPINNERS — AND EVERY-
THING FOR FISHING — HUNTING — BASEBALL
TENNIS — AND ALL POPULAR SPORTS
Roy Farnam Supply
Adams at Elm Phone MAIN 43

Special This Week!
\$1.00 BATH SPRAY 75c

New Things of Merit, and all your old favorites are always in stock.
Sunfreeze Ice Cream
Sheaffer's Pens and Skrip
Dorothy Gray Toiletries
Squibb Household Drugs
Eastman Kodaks and Films
The Lowest Prices Consistent with Guaranteed Quality!
The L. & L. Drug Co.

With Our Capable Assistance
YOU CAN MAKE YOUR HOME LIKE NEW—INSIDE AND OUT At Prices Almost Unbelievably Low!
Our Complete Stocks of
**Wallpaper — Kalsomine
Paints and Varnishes**
ARE FRESH AND OF HIGHEST QUALITY
Let Us Advise You on All Your Painting and Decorating—Suggest Color Schemes and Make Estimates
Noah's Paint Shop
Wallpaper — Paint — Glass — Framed Pictures

Fine Hardware
At Reasonable Prices
Complete Lines of High Quality
Fishing Tackle and Hunting Equipment
Building Hardware
Household Utensils and Auto Supplies
Lincoln — World's Greatest Battery Value
13-Plate — 12-month guarantee.....\$4.35
13-Plate — 18-month guarantee 5.60
13-Plate — 24-month guarantee 8.45
Trade-in allowance on your old battery
WAGNER'S HARDWARE

Super Service
For Your Automobile
Is Quickly and Efficiently Administered at
Paul's Service Station
(Formerly Hill's Service Station)
Carrying Complete Lines of
UNION GASOLINES, OILS and GREASE
Highest Grade Petroleum Products
Washing - Greasing - Tire Repairing
PAUL BULL, Mgr. — ADAMS AT HEMLOCK
"Come In And Get Acquainted"

"The House of Quality"
Everything in Music & Radio
Philco and RCA-Victor Radios
Conn Band Instruments
Kimball and Baldwin Pianos
Standard and Popular Sheet Music
Latest Victor Records
Guaranteed Radio Service
Leonard Electric Refrigerators
Radio & Music Supply Co.
First National Bank Bldg.
Our Policy:
"One Price and a Square Deal"

"Thoughtful Service"
Service is the only justification for the existence of any institution, but the name Snodgrass & Zimmerman has come to be synonymous with the word service, to the people of the Grande Ronde Valley.
Our success is built on service — thoughtful, careful service that takes into consideration every wish of those whom it is our privilege to serve — service made possible by a highly specialized plant, complete scientific equipment, and many years of experience.
Call at Our Office for Suggestions on Writing Your Essay on: "How Thoughtful Service Makes"
Snodgrass & Zimmerman
An Institution Entirely Worthy of Public Confidence"

For the Finest of Foods
AT PROPER PRICES
**La Grande Housewives Go to
The Dutch Shop**
— And They're Never Disappointed!
Spotlessly Clean! Completely Equipped!
— And Always a Fresh Supply of
QUALITY CAKES
Bread - Rolls - Cookies - Pies - Pastries and All Modern Bakery Products
High Grade Ice Cream
16% Butterfat Content!
We Make it Ourselves — Only 35c qt.

LA GRANDE BAKERY
BREAD
The Standard of Quality
Not Only in La Grande But Throughout Union and Wallowa Counties!
This and many other high grade baked goods come from the largest and finest bakery in Eastern Oregon —
La Grande Bakery
A Strictly Home-Owned Institution
K. J. McWilliams, Prop.

When You Think of Insurance think of
REYNOLDS
Over 19 years in the Insurance and Loan Business in La Grande. Representatives of the Aetna Life and General Insurance Companies.
Reynolds Insurance Agency
Sommer Hotel Building Tel. Main 595

The Colonial Beauty Shop
Offers You Distinctly
Superior Beauty Service
A Beautiful, Well Lighted, Centrally Located Shop Completely Equipped —
Ringlet Permanent Wave Machine
EFFICIENT — LIGHT — CONVENIENT
Electric Dryers—No Waiting
Mr. Culley, formerly with Meier & Frank's specializes in all kinds of expert
HAIRCUTTING for MEN, WOMEN & CHILDREN
Busy Men Appreciate Our Appointment Service
Colonial Beauty Shop
EDYTH DOAN
La Grande Hotel Phone MAIN 539

Cedar Shingles
Rite-Roof Cedar Shingles
Are All Clear and Vertical Grain
They don't curl when exposed to the weather. They are thicker than the old shingles that we used to get.
Just Phone Main 732
Van Petten Lumber Co.
"Good Service Quick"
All Kinds of Lumber and Building Supplies

YOUNG'S ICE CO.
Delivering Ice to La Grande Homes for 33 Years
Unquestionable Evidence of Satisfactory Service
Regular Deliveries To Suit Your Convenience
Phone Main 804 for Ice
or Information for Use in Writing Your Essay

Dear Housewives:
Did you ever stop to think how much more leisure and health you could enjoy if you were relieved of the drudgery of laundry work — not to mention the actual saving in supplies?
One of our many services is sure to meet your needs — and please you beyond expectations!
FAMILY FINISH 15c lb.
FAMILY PRESS 10c lb.
DE LUXE PRESS 12c lb.
RUFF DRY 8c lb.
ECONOMY WASH 6c lb.
DAMP WASH 5c lb.
Flat Work Finished in above Services.
WET WASH 3c lb.
Modern Laundry & Cleaners
Phone Main 77

The Lottes Lunch and Beer Parlor
OPPOSITE THE DEPOT
Established Here for 33 Years!
All Kinds of Fine Sandwiches Prepared Just as You Like Them
LIGHT LUNCHES
Enjoy the Finest of Beer Direct From Cold Storage

WHEN YOU WANT THE BEST OF FEEDS, SEEDS, FERTILIZERS, CEMENT, LIME and SPRAYS
You Want to Go to See
Erickson & Lottes
You Will Like Our **Better Berry Boxes**
Made from wood pulp and coated with paraffin. They are better and more economical.
Convenient - Fold Flat - No Breakage