

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 YOUNG'S ICE COMPANY 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!

50c Highland Linen Paper .. 29c

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

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 782

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 FINISH15c lb.
- FAMILY PRESS10c lb.
- DE LUXE PRESS12c 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

Open 6:00 A. M. to 1:00 A. M.

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