

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 LOTTES Lunch & Beer PARLOR Is Entitled to the Patronage 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!



If You've Tried Every-where Else and Failed — Try ROY FARNAM SUPPLY.

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 — SPINERS — AND EVERY-THING FOR FISHING — HUNTING — BASEBALL — TENNIS — AND ALL POPULAR SPORTS

Roy Farnam Supply

Adams at Elm Phone MAIN-43

Special This Week!

Cenol Fly Spray, 1 pt. 69c

New Things of Merit, and all your old favorites are always in stock.

- Sunfreze 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.

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**

A Tax-paying Home-owned Shop conforming to the Letter and Spirit of the NRA Plan—Fair Prices and Fair Wages

Colonial Beauty Shop

EDYTH DOAN La Grande Hotel Phone MAIN 539

Roof Coatings....

THIS is the season of the year to look your roofs over. A good coat of Roof Coating this year will probably save buying a new roof next year.

Special Low Prices

Just Phone Main 732

Van Petten Lumber Co.

"Good Service Quick" All Kinds of Lumber and Building Supplies

State Tested Ice

Our ice under state test, by L. S. Leach, Feb. 3, 1933, of the State Department of Agriculture IS ABSOLUTELY PURE, With bacterial count of only 12 per cubic centimeter which is almost sterile.

Residence Delivery Our Specialty Dependable Service

Warehouse on North Spruce St. Open Until 7:30 Evenings

YOUNG'S ICE CO.

1505 "S" Ave. Ph. Main 804

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

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

NOW IS THE TIME TO Spray Your Poultry House

We Have CREOSOTE DIP in bulk at a very low price. Bring your container.