

# MERCHANTS' ESSAY and MISPELLED WORD

## CONTEST

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 WAGNER'S HARDWARE 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 — 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!**

I-P Pure Leather Note Book Covers ..... **50c**  
Regular \$1.00, to close out

New Things of Merit, and all your  
old favorites are still 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

**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 & Zimmer-  
man has come to be synonymous with the word ser-  
vice, to the people of the Grande Ronde Valley.

Our success is built on service — thoughtful, care-  
ful 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 Ore.  
gon —

**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 Phon 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 884

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 expec-  
tations!

|                                       |         |
|---------------------------------------|---------|
| 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



**Heat That's Intense**

One experience with "Utah's Best Prepared" Coal — its clean,  
hot flame producing little smoke and only a small amount of  
ash — and you will become an enthusiast for this ideal coal  
from a model mine.  
In National Coal you can be sure of the fullest possible value  
for every fuel dollar. Order right now, before further price  
advances.

**Erickson & Lottes**

Fuel and Feed

Phone Main 792

1525 Jefferson