

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 NOAH'S PAINT STORE 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 Everywhere Else and Failed — Try ROY FARNAM SUPPLY.

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 EVERYTHING FOR FISHING — HUNTING — BASEBALL TENNIS — AND ALL POPULAR SPORTS

Roy Farnam Supply
Adams at Elm Phone MAIN 43

Our Complete Stocks of
Wallpaper — Kalsomine Paints and Varnishes
ARE FRESH AND OF HIGHEST QUALITY
Let Us Advise You
Your Painting and Decorating—
Suggest Color Schemes and Make Estimates
**PRICES ARE GOING UP!
Paint Now and Save Money**
See Our New Stock of
FRAMED HAND-COLORED PHOTOGRAPHS
Of Wallowa Lake
Noah's Paint Store
Wallpaper — Paint — Glass — Framed Pictures

Special This Week!

Perfume
FORET VIERGE LENTHERIC
1 Dram **\$1.00**

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.

FREE! FREE!

"Save The Surface - -
And Save Money"

For a Limited Time We Will Give
**One Gallon
Best Quality House Paint**
With Every
-Four-Gallon Purchase

SEE US ABOUT THE BIG BUCK CONTEST
WAGNER'S HARDWARE

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

Phileo and RCA-Victor Radios
Conn Band Instruments
Kimball and Baldwin Pianos
Standard and Poplar 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 85c 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 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

**HEAT
THAT
LASTS!**



High carbon content! That's the secret of Utah's best coal. It gives a longer lasting fire with less smoke, and a higher-heat fire with only the lightest of ash. Buy National if you want a minimum of furnace-tending and a maximum of economy-comfort. Order now . . . before further price advances.

Erickson & Lottes

Fuel and Feed
Phone Main 792 1525 Jefferson