

# 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 THE DUTCH SHOP 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

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!

"Marvelous" Complexion Kits  
4 Creams and Freshener, complete **55c**

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

Philco 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 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

HEATING ECONOMY . . .

It's not a matter of what you Pay — but of what you BUY.



Fourteen thousand two hundred and fifty-seven B. T. U.'s per ton . . . says the analysis on "Utah's Best Prepared Coal" You buy HEAT . . . not just bulk or weight. That's economy. Try it and see.

Hurry!—Prices May Advance

**Erickson & Lottes**

Fuel and Feed

Phone Main 792

1525 Jefferson