

# MERCHANTS' ESSAY and MISSPELLED WORD

# CONTEST

## Cash Prizes Each Week

## TO WINNING CONTESTANES

## — Her'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 COLONIAL BEAUTY 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.

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, 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.

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 — REALS — FLIES — SPINNERS — AND EVERYTHING FOR FISHING — HUNTING — BASEBALL — TENNIS — AND ALL POPULAR SPORTS

## Roy Farnam Supply

Adams at Elm Phone MAIN 43

## Special This Week!

MASTERPIECE CHOCOLATES 2-lb. Box **\$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 Kodacks 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 a business, but the name Snodgrass & Zimmerman, to be synonymous with the word service of the Grande Ronde Valley.

Our success is built on service — thoughtful, careful service — into consideration every wish made possible. Our privilege to serve — service scientific and highly specialized plant, complete equipment, and many years of experience.

Writing Your Office for Suggestions on "How Thoughtful Service Makes"

### Snodgrass & Zimmerman

An Institution Worthy of Public Confidence

## 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

### 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

## Superior Beauty Service

A Beautiful, Well Located Shop Ctd, Centrally Equipped—

**Ringlet Permanent Wave Machine**  
EFFICIENT — LICENSURE  
**Electric Dryer** CONVENIENT  
Waiting

A Tax-paying Business conforming to the Letter and the Spirit of the Fair Prices and the NRA Plan—

### Colonial Beauty Shop

La Grande Hotel

EDYTH D. 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?

FAMILY FINISH .....15c lb.  
FAMILY PRESS .....10c lb.  
DE LUXE PRESS .....12c lb.  
RUFF DRY .....8c lb.  
ECONOMY WASH .....7c lb.  
DAMP WASH .....6c lb.  
Flat Work finished in above services.  
WET WASH .....4c lb.  
SHIRTS finished with any of the above services .....12c 1/2 lb.

### Modern Laundry & Cleaners

Phone Main 77

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

## The Lottes Lunch and Beer Parlor

OPPOSITE THE DEPT.

Established Here for 33

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

1525 Jefferson