

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, "How Thoughtful Service Makes Snodgrass & Zimmerman an Institution Entirely Worthy of Public Confidence." 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!

Milk of Magnesia
NURSE BRAND,
quart

69c

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

Ltest 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
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 cote
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 A. M.

The Lottes Lunch and Beer Parlor

OPPOSITE THE DAPOT

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 mat-
ter 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

Phone Main 792

Fuel and Feed

1525 Jefferson