

# SERVEWEL GROCERS

## Quality Stores

La Grande Elgin Enterprise Wallowa



### Easter Food Sale

Special Prices Help You Provide a More Delicious Menu for Less Money

Easter week is a time for new things. Why not make it a time for new and better foods? Servevel, with the value-giving power of a large group of stores and a powerful chain of wholesale houses, makes your Easter food buying both pleasant and economical.

Servevel methods mean much to your daily meals. If you've limited your food budget, the savings at Servevel Stores lets you buy better foods, more delicious qualities for same money. Credit is gladly extended—convenient free delivery is always available. Servevel men are anxious to fill your needs—try them during this special Easter Food Event.

<b>Holly Brand Ham</b> Easter wrapped—Milo flavor, priced special for Easter, per lb.— <b>25c</b>	<b>STRICTLY FRESH EGGS</b> We buy our supply of eggs from the local farmers and poultrymen— <b>Easter Special, 2 dozen, 34c</b>	<b>Carsten's T. C. Ham</b> Very mild cure, delicious, baked or fried. Easter special, lb.— <b>29c</b>	
<b>CANNED FOODS</b> <b>Tomatoes</b> P. S. solid pack, finest quality, 3 No. 2 1/2 tins— <b>60c</b> <b>Corn</b> P. S. tiny kernel, fancy sweet corn—3 No. 2 tins— <b>57c</b> <b>Pumpkin</b> P. S. Eastern Pumpkin, makes three pies—2 No. 2 1/2 tins— <b>34c</b> <b>Peas</b> P. S. Telephone, tender and sweet, 3 cans— <b>50c</b> <b>Asparagus</b> P. S. large white, the very best, 2 cans, 75c <b>Peaches</b> P. S. sliced or halves, very rich syrup—3 No. 2 1/2 cans— <b>75c</b> <b>Apricots</b> P. S. Moorpark, very fancy fruit—2 No. 2 1/2 tins— <b>67c</b> <b>Pineapple</b> P. S. whole slices, perfect fruit—3 No. 2 tins— <b>77c</b> <b>Grapefruit</b> Preferred Stock, serve for breakfast—2 No. 2 tins— <b>53c</b> <b>Spinach</b> Preferred Stock, clean, tender leaves—2 No. 2 1/2 tins— <b>39c</b>	<b>SUGAR</b> All ready to advance. Buy now and save. Cash price, 100-lb. sk., <b>\$6.95 (Limit)</b> <b>LARD</b> Pure white lard for your Easter pies, 4-lb. pail— <b>75c</b> 8-lb. pail— <b>\$1.45</b> <b>COFFEE</b> Preferred Stock, the best flavored coffee in vacuum tins, 2 lbs.— <b>97c</b> <b>BUTTER</b> Guaranteed fresh creamery butter. Easter special, 2 lbs.— <b>90c</b> <b>FLOUR</b> Drifted Snow, best grade Washington hard wheat, 49-lb. sack— <b>\$2.25</b> 1 bbl. (4 sacks)— <b>\$8.98</b> <b>SOAP</b> P. & G. white, Citrus or White King Bar, your choice, 10 bars— <b>40c</b>	<b>PRODUCE FEATURES</b> <b>Bananas</b> Nice ripe fruit for the children—3 lbs., <b>25c</b> <b>Cauliflower</b> Plump, white heads, per pound— <b>15c</b> <b>Potatoes</b> Grande Ronde Netted Gems, 100 lbs., <b>\$1.10</b> <b>Spinach</b> Nice, fresh spinach from Walla Walla—3 lbs.— <b>25c</b> <b>Oranges</b> Rose brand, sweet, juicy Sunkist—2 doz., <b>79c</b> <b>Lettuce</b> Nice firm heads—3 heads— <b>27c</b> <b>Cabbage</b> New Texas, sweet and tender, per lb.— <b>5c</b> <b>Onions</b> Yellow onions, a good buy, 10 pounds— <b>50c</b> <b>BREAKFAST FOODS</b> <b>Jasper's Health Nuggets</b> The best whole wheat breakfast food—4-lb. pkg.— <b>35c</b> <b>Shredded Wheat Biscuits</b> Very nourishing—3 pkgs.— <b>33c</b> <b>H-O Oats</b> Small size quick cooker or regular—2 pkgs.— <b>33c</b> <b>Post Toasties</b> The crisp, tender corn flakes—3 pkgs.— <b>25c</b> <b>Mother's Oats</b> Pure Eastern oats with aluminum premium—large pkg.— <b>33c</b> <b>Puffed Wheat</b> Fine for children, service with cream—2 pkgs.— <b>25c</b>	
<b>Miscellaneous Items</b> <b>Bacon</b> Swift's Empire, good quality, per lb.— <b>27c</b> <b>Bluing</b> Stewarts—The old reliable, 2 bottles— <b>29c</b> <b>Jell-o</b> The quick dessert, assorted flavors—3 pkgs.— <b>25c</b> <b>Cigarettes</b> Old Gold, Camels, Chesterfields, carton, <b>\$1.20</b> <b>Citrus</b> Washing Powder, 2 large pkgs.— <b>50c</b> <b>Plato</b> Salad Oil is a pure vegetable oil, fine for mayonnaise—pint can— <b>27c</b>	<b>BEANS</b> Lima, very tasty, 5 lbs.— <b>57c</b>	<b>BEANS</b> Red Mexican, for chili, 5 lbs.— <b>35c</b>	<b>BEANS</b> Large white, good cookers, 5 lbs.— <b>39c</b>

### NORTH POWDER PERSONALS

**NORTH POWDER (Special)**—David L. King was taken to the Hot Lake sanatorium Monday night suffering from inflammatory rheumatism, the effects of the flu. Windom comes in on the sick list.

The councilmen held their regular meeting Monday night, accepted the resignation of the marshal, William Henderson, and elected Will Gorham to this position.

John Campbell who has been visiting his niece and nephew, Mrs. Retta Allen and C. W. Mercer, passed away at the St. Elizabeth hospital Monday and his body was sent to the east for burial accompanied by C. W. Mercer. On the 21st of March, Mr. Campbell fell in front of the Walk Garage due to a heart attack. He was unconscious from that time until death.

The high school is now participating on the senior play entitled "Ann's Little Affair."

Andy Tempy and family moved out on the lower ranch of L. B. Moore where he will work there this summer.

H. P. Tyler, manager of the Blue Mountain creamery of La Grande was transacting business at North Powder, Tuesday.

Jacob Brothers mill starts operating again Wednesday morning. Expert typing pins were awarded to several high school students Monday.

### ALICEL PERSONALS

**ALICEL (Special)**—Flora Barrie, of Portland, visited with Mrs. George Conklin several days this week.

Sven Johnson is building a new wood house on his place.

Mr. and Mrs. W. E. Ruckman drove to Baker last Sunday and spent the day.

Dwight and Verdo Conklin are spending their Saturdays working for J. A. Gaskill on his farm.

Miss Mary and Margaret Taylor spent Sunday with Mrs. Bruce Clark.

Mrs. Harry Wells returned home this week from a visit to Spokane.

Oscar Howell was an Allice visitor Thursday afternoon.

Some unknown person broke the lock on Ted Conklin's garage door and entered the garage sometime Sunday night. This is the second time this has happened of late, and several gallons of gas has been stolen.

Mrs. Bruce Clark and Omar Ruckman were shopping in Baker one day last week.

Mrs. Graham, teacher of the Allice school, met with a slight accident while driving out from town last Monday morning. In trying to avoid running over a dog, she ran into a ditch and was cut and bruised about her head and face.

John Wells Sr. has returned home from Monitor where he has been spending the winter.

Mr. and Mrs. Vance Randall, of La Grande, spent Thursday at the E. F. Brown home at Allice.

Mr. and Mrs. Cecil Wagener, of La Grande, spent Sunday at the Jack Bryant home.

Miss Melva Buchanan met with a very painful accident last Friday while doing some sewing. In some way the sewing machine needle was run into her finger and through to the other side. A small piece broke off in the finger near the bone, and medical aid had to be sought to remove the piece. Although very painful, the injured member is healing nicely.

Harvey Ruckman has been hauling baled hay to town this week.

## Swifter!

service from this Boyle-Dayton duplex pump. You drive in for gas and oil. You're served both in a jiffy direct from the same dispenser. No waiting. Just a minute and you're on your way again.

The Duplex

Boyle-Dayton pumps save you time because they are faster acting. They are dependable, accurate and easy to operate, too.

And Boyle-Dayton service is available at conveniently located points in the West, an added advantage that costs you nothing. More Boyle-Daytons are sold on the coast than any other kind. You'll prefer them, too.

Order from any of the 6 factory branches noted below or see your oil company.

**Boyle-Dayton Co.**

LOS ANGELES, 8100 Santa Fe Ave.  
 PHOENIX, 217 S. Central Ave.  
 PORTLAND, 618 Washington St.  
 SAN DIEGO, 1320 Third St.  
 SAN FRANCISCO, 831 Howard St.  
 SEATTLE, 1234 First Ave. So.

## This Ad is About

# SHIRTS

with the **EVERFIT COLLAR**  
*It can't shrink*

We Believe it is an Event Worth Talking About  
 Famous "SHIRT CRAFT" Shirts  
 are exclusive with us in La Grande.

THE latest innovation in Men's Shirts—collars that can't shrink! And patterns—they're all new—something you don't see every day in the week. Modernistic, cubistic and futuristic patterns in the popular greens, tan and blues. See these shirts in our window!

Very Moderately Priced at  
**\$1.95 \$2.25 \$3.00 \$4.00**

## N. K. West & Co., Inc.

"The Man's Store"

### LOOK OVER OUR WANT ADS FOR BARGAINS

## NATIONAL SERVE-YOUR-SELF STORES

1304 ADAMS AVE.—Opposite Bolinnekamps

# Announcement!

The "Serve Your Self" Shoe and Hosiery store, now under the management and sole ownership of its former manager, Mr. S. M. Delepine, wishes to announce to the people of La Grande and surrounding country, its new policy of stocking only well known, reliable, and nationally advertised lines of shoes and hosiery, and furthermore, the fact that owing to its unique self service plan of selling, it will save its customers from 5c to 25c on every pair of hosiery and from 5c to \$2.00 on every pair of shoes it sells.

<b>HOSIERY</b> Rollin's Run-Stop Duram Burson Hyklass Buster Brown	<b>SHOES</b> Friendman-Shelby Central Endicott-Johnson Godman U. S. Rubber Co.
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See Our NEW SPRING SWEATERS Just Arrived

"SERVE YOURSELF AND SAVE"