



ANNOUNCING

The Purchase Of

The Highway Service Station By The

PLAYLE OIL COMPANY

We have taken over the Highway Service Station, 1703 Adams Ave., effective October 1st, and will operate it as an additional unit of the Playle Oil Co., with Mr. Golden Geertsen in direct charge of service.

The Highway Station is a modern and well-equipped place of business in every respect and is located conveniently to serve motor car owners of that section of the city and those outside who enter or leave by the eastern Old Oregon Trail. You will find every facility for gas and oil service, greasing and crankcase service, and free air and water service.

Our new station, which will retain the name of "Highway," will be backed completely by our entire organization—one that has shown constant

growth and constantly improved facilities that are appreciated by hundreds of motorists in city and valley.

Believing that you prefer and have a right to demand courteous and expert service that is rendered with your best interests in mind, we have built our business and organization on that basis. We make it our job to know what is best for your car in the way of gas, in the way of oil lubrication, tire service, etc.—everything in complete car service with the exception of car repairs. So our new station, we believe, is a most important step in—

The Extension Of

Playle's Superior Service

And, with our policy of serving you in the way you wish to be served, this Superior Service is always as close as your telephone. Frequently we find that women who drive, and busy business and professional men and others, do not have the time to, or it is not convenient to drive to our station to have their cars washed, greased, to have

tires tested, etc. A telephone call will bring one of our service men who will see that the work is done and the car returned to you promptly.

No more careful attention to the needs of your car can be found than that given at Playle's. The growth and popularity of this station is evidence of the satisfaction you can enjoy by having these services rendered here.

Careful and Efficient Car Washing, Greasing, Tire Repairing and Vulcanizing, Crankcase Draining; New Tires in all Sizes With Full Protection for One Year Against Any Expense --Free Air and Water Service and the famous

Texaco Gas and Texaco Oils

These high-grade Texaco products will be available now in our new station as well as the old. There is nothing better than Texaco—and we think none so good. Texaco Oil is not a cheap oil. The Texaco Company doesn't know how to make cheap oil and doesn't want to. A cheap oil doesn't pay because it doesn't lubricate—and proper lubrication is the life of your motor. We refuse to sell a cheap, inferior oil. That's why we offer you Texaco only. Intelligent motorists who have tried Texaco on its merits, refuse to buy any other. Remember, if it's Texaco, it's golden.

Hundreds of La Grande and Union county car owners "swear by" Texaco products. Texaco Gas is equally satisfying as the famous Texaco Golden Oil. Of course you know there's a vast difference in the way Texaco delivers smooth, pulling power in your motor. It's of uniform quality—always dependable; in all kinds of weather and all seasons it stands the high mileage test. Our organization and guarantee is staunchly behind every gallon you buy to assure your satisfaction.

The Same "Kick" in Texaco Gas on Christmas Day As On July 4th.

You are cordially invited to visit our new station and to become acquainted with every department of Playle's Superior Service. In solving your gas, oil, grease, and tire problems we believe we can be of special service to you. That is our job. We know what is best for your car and your motor. We are pledged to labor for your constant satisfaction.

Playle Oil Company

Playle's Superior Oil Service Is As Near As Your Telephone
CALL MAIN 165

