

ANNOUNCING A NEW PLAYLE STATION

**NOW UNDER CONSTRUCTION AT THE
CORNER OF SECOND AND ADAMS**

Work is now under way for the building of our third service station on the Old Oregon Trail, at the corner of Second and Adams, two blocks west of the Post Office.

The new station will be completed and ready for service about the first of April, and will be under the management of J. F. Heasty whose knowledge of automobile service and whose ability and personality is well and favorably

known to many motorists of the La Grande territory.

The constant increase in popularity of our service, the growing patronage that we have enjoyed, and the desire to more completely and conveniently serve our customers have resulted in this extension. With its completion we will have available for the car-owning public--

Three Complete Oil Stations Giving PLAYLE'S SUPERIOR SERVICE

With The Famous



TEXACO PRODUCTS



Following the policy that we have insisted on ever since we have been in business--that of selling only products of the highest quality, products that will stand every test and every requirement and be the utmost in value that the market affords--Texaco Gas and Texaco Motor Oil have been the standard of our service in La Grande. You will, of course, find Texaco products at our new station.

There is a superior quality to Texaco that wins allegiance from every motor car owner who gives it trial. Texaco never needs the touch of Spring. It's a fine thing to sit in your car on an ideal day in June and feel the thrill of smooth,

flowing power. But greater by far is the satisfaction you get from a quick start and ready action in all kinds of weather, hot or cold, wet or dry--the same smooth, wonderful power at all seasons.

This is your pleasure with Texaco--Texaco Gasoline and Texaco Motor Oil. Texaco Gas never waits for the warmth of a hot manifold--or Texaco Oil, clean, clear, golden, for the engine to bring it to life. Texaco Oil flows freely from the first turn of the starter and Texaco Gas responds with the thrust of ready power--winter and summer.

Crystal Texaco Gasoline

Texaco Gas, the volatile gasoline, refined with infinite care to crystal clear purity, is the finest gasoline you can buy. Tempered to the needs of your motor, it is ready always for the urge of the spark to yield its full measure of results. The result: perfect power.

Golden Texaco Motor Oils

Texaco Oil, famed and known by its golden clear color, is the product of a selected crude, refined to absolute purity by the Texas Company process and slowly filtered to remove every trace of hard carbon-forming substances that ordinarily remain in other oils. The result: perfect lubrication.

Playle's Service Always At Your Elbow

Playle's Superior Service is valued with extra appreciation by many customers because they know we are always at their elbow--as near as the telephone. If a car needs expert washing, or the tires tested and brought up, or a complete grease job, or crankcase drained, or tire repaired, or made ready with gas and oil for a trip--no matter what service you need, we are quick to respond by calling for your car and returning it after being properly serviced. It is the same courteous, efficient treatment you receive when you drive in. If you aren't getting Playle's service, experience its satisfaction today--drive in or phone.

Three Commanding Locations PLAYLE OIL COMPANY

Main Office and Home Station, Adams and Greenwood

New Station Second and Adams

Highway Station, 1703 Adams Ave.