

A Record Year In Mileage
 A Record Year In Service
 A Record Year In Economy
**A Record Year Made By
 FISK TIRES!**



Freedom From Worries

For the woman driver nothing is quite so annoying as tire worry—poor riding qualities—skidding wheels. And nothing is quite so pleasing as freedom from that worry as provided the car riding on Fisks. The broad, gripping tread and constant flexibility give you constant assurance.

Early in 1926 we announced the contract for Fisk Tires in this territory. We had considered the entire tire field before making our choice, seeking the highest quality product and the greatest value that the tire industry offered. Fisk, because it is made by one of the largest tire companies in the world, because it provided a most complete line in both balloons and high pressure, and because of its unusual mileage records under all road conditions—Fisk was selected.

We have not been disappointed, nor have the hundreds of motorists who have bought Fisk tires during the past year. 1926 has made a marvelous record for Fisk and for us in the La Grande territory. Behind the Fisk guarantee is our own—with the added assurance of complete service facilities for all emergencies.

And in 1927 we will make a still greater record with Fisks. They have more than made good for us because they have more than made good for you.



Freedom From Delays

Delays due to tire trouble are costly for the man whose business or profession demands a great deal of driving. Freedom from worries that come with ordinary tires is a matter of dollars and cents. It is not only profitable but imminently satisfactory to roll over the roads on new Fisks.

When It's Time To Re-Tire
"BUY FISK!"

ASK OUR CUSTOMERS ABOUT FISKS AND FISK PREMIERS

The real test of tire value is in tire mileage and satisfaction. If you have been worrying along with just average tires, ask a few Fisk users about the question of mileage and dollar-for-dollar value.

Never in tire history have motorists gone so many thousands of miles at such minimum cost. Twenty, twenty-five, and thirty thousand miles is not an uncommon record. We just recently replaced a Fisk balloon that had completed over 31,000 miles—and still it looked good for another thousand or two. Investigate the Fisk record throughout this territory—then you'll understand our tremendous 1926 tire volume, and you'll understand what extra tire satisfaction can really be.



YOU CAN OWN FISKS AT THE LOWEST TIRE PRICES EVER KNOWN

Fisk prices are today the lowest in Fisk history. Throughout the past year we have maintained a policy to meet and beat all mail-order competition—and to do it with guaranteed, nationally known and nationally advertised tires. Buying Fisks have meant a saving not only in greater mileage and longer life but it has meant an actual saving in money over the price of inferior tires.

For the motorist who desires the highest tire quality known to the industry we have the standard Fisk at price levels no higher than ordinary standard makes—and for the car owner with limited car budget the Fisk Premier at prices that are unbelievably low. You can own Fisks now. Get our quotations today.

DON'T SUFFER THE REST OF THE WINTER ON AN OLD SET—DRIVE IN NOW—BUY FISK!

PLAYLE OIL COMPANY

"Playle's Superior Service — Always As Near As Your Telephone!"