

MOST IMPORTANT NEWS OF THE YEAR TO MOTOR CAR OWNERS OF LA GRANDE TERRITORY

HERALDING—

The Purchase and Immediate Installation of
The Famous "Key-Hawkie" Equipment For

TIRE VULCANIZING AND RE-BUILDING

AND PROVIDING THE MOST MODERN AND MOST COMPLETE TIRE SHOP IN THE STATE
OUTSIDE OF PORTLAND—REQUIRES \$4000 WORTH OF LATEST TIRE MACHINERY

Every Repair Job Is Completely Guaranteed

So perfect and complete is this system of tire vulcanizing that we will place an absolute guarantee on every repair that the new section will last as well and serve as satisfactorily as the rest of the tire.

No matter how bad the blow-out, how deep the cut, or how severely broken is the side-wall, when the tire is turned out you will have difficulty finding the place where the repair was made.

This is made possible only by the finest and most complete electrical tire-building equipment handled by an expert tire builder. The entire shop will be housed in new quarters especially provided as a part of our service facilities.

Constant improvement and betterment of our service with better products and enlarged facilities have made Playle's service known as SUPERIOR service throughout Eastern Oregon. Up to the present time the La Grande territory has been handicapped by lack of tire vulcanizing and rebuilding equipment equal to that of metropolitan centers.

Today we take pride in announcing that we have purchased and will have installed immediately (ready for service before the middle of January) the most modern and complete tire vulcanizing and rebuilding machinery to be had. Ours will be the finest equipped tire shop in the state of Oregon outside of Portland. Safety-Electric moulds are provided for work on all sizes of automobile tires, both high-pressure and balloons. No finer tire vulcanizing can be had anywhere than that to be provided by Playle's.

New Vulcanizing Department In Charge of Expert

Since expert tire vulcanizing and rebuilding is a job for experts we have secured one of the best vulcanizers and most experienced tire repair man in the Northwest to install and take charge of this new department.

Mr. Arthur Scrivner, of Vancouver, Wash., is the man. He has had years of experience in the best shops of this section—he has spent several years in the repair departments of some of the biggest tire factories in the country and is adequately equipped to handle this work to the entire satisfaction of La Grande motorists.

He has had particular experience with this latest and most efficient method and will be on the job to solve tire problems of every description. He expects to have the shop in operation within the next ten days.

New Evidence of Playle's Superior Service! Wonderful Tire Economy For You

To the man or woman motorist who knows anything about tire repairing, the installation of this "Key-Hawkie" system will mean an end of tire repair trouble. Entire new sections are built into your tire to replace where you have had blow-outs, deep cuts, broken side-walls, or any tire injury. The tread is reproduced exactly as it appears on the balance of the tire—with the same flexibility and long life guaranteed as if the tire had never been injured.

No greater evidence of the Superiority of Playle's service can be had than in this addition to our facilities. No more worry with make-shift tire repairs—no more sending to the nearest large city for proper vulcanizing—no more fussing with blow-out boots. No more losses of otherwise good tires because a cut or hole could not be repaired as good as new. Make arrangements now, if you wish, for the vulcanizing of injured tires. Phone or drive in. Your satisfaction is guaranteed.

PLAYLE OIL COMPANY

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