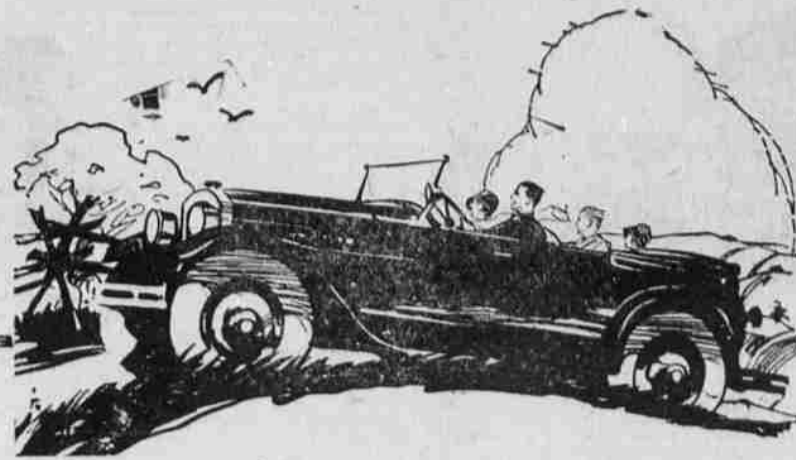


Symbolic of
Modern Progress



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Modern Progress

“Over The Hills And Far Away”

A distinguishing characteristic of the American people is their time for recreation and the automobile that provides it. Modern machinery and efficiency has brought greater production in a shorter day, has practically made the automobile a universal possession, and has brought the cost of pleasant, out-of-doors recreation within the reach of every family.

Automobile transportation is constantly less expensive. Never before have car owners been able to travel as far per gallon of gas, per quart of oil, and per set of tires. Gasoline, and its kindred

lines, has revolutionized the world, has brought undreamed progress to America.

We are proud of La Grande's progress. No city in its class can boast greater advancement or improvement these last few years.

We have tried to make this business in keeping with the community. No company in the Northwest can boast better service facilities than are found here. Every modern equipment for oiling, greasing, washing, and tire servicing is provided. When leisure hours come and the highways call there is satisfaction in knowing that Playle's service has helped insure the pleasure of recreation.

THE ONLY GAS AND OIL DISTRIBUTED AND KNOWN NATIONALLY

Texaco gasoline and Texaco motor oil are the only gas and oil sold nationally under one name—the only gasoline with a nation-wide distribution. Nothing is more convincing of Texaco gasoline superiority, or of the excellence of Texaco golden oil. The preference, exclusively, for Texaco products is more marked every year. Motorists have learned from experience.



FISK TIRES PROTECTED FOR A YEAR AGAINST ALL INJURY

Tire mileage and tire satisfaction is immediately reflected in tire sales. In our territory here Fisk has set enviable mileage records month after month. And on top of Fisk quality is our free insurance for one year against all cuts, blow-outs, underinflation, negligence, or any road hazard. Repairs or rebuilding is done absolutely free of charge.

PROGRESS HAS BROUGHT NEW TIRE ECONOMY WITH MODERN VULCANIZING METHODS

“Hard luck” with tires is disappearing from the motorist's vocabulary. No matter how bad the cut or injury to a casing these days, modern vulcanizing methods and equipment can restore the tire as good as ever.

Thousands of miles are added to your tires by this rebuilding process. The tread is restored exactly as on the rest of the casing. You can hardly find any trace of the repair—and every job is completely guaranteed to outwear the rest of the tire.

Playle Oil Company

“Playle's Superior Service—Always As Near As Your Phone”

