

## Yes, Sir-There's Something in a Name

The meaning of gasoline grows when you put Atlantic in front of the word. It changes so it spells p-o-w-e-r and e-c-o-n-o-m-y, enthusiasm and gumption under the hood. None of this crack fuel loafs. It all works, and keeps on doing it. It vaporizes the instant the air strikes it in the carburetor and every atom burns. That's why it doesn't get into cylinders and crank-case or foul the vitals of your eno' $\boldsymbol{e}$.
You don't need to concern yourself about the carburetor once it's set for the season. Let it alone and just let Atlantic work for you. Atlantic's range compensates for changes of climate, weather and altitude. Keep goingthat's all you need care about.
Now is the time to use Atlantic quality, for good gasoline isn't to be had at every roadside. Make sure your tank is filled with virile energy drawn from the Red Pump. Autoengines are designed to burn gasoline. And nothing will really, permanently take its place. So watch for the sign which tells you

## ATLANTIC 

 atlantic refining company PhiladelphiaPittsburgh

