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## KEENE\&CO

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## True Economy Means Atlantic

A good motor using poor fuel is a costly combination. Low-grade gasoline is responsible for many engine troubles. You cannot afford to consider any but the best for your car. Do you know why Atlantic is best ?
Because, the crude oils selected are the highest grades obtainable. Because Atlantic specialists have conceived the most advanced methods of refining these oils.
The result is a pure high-quality gasoline that develops the full power of your engine. Each explosion consumes all the charge. It all burns. All-power Atlantic means extra miles to every gallon. It is economical.

Atlantic has range. It allows for altitude and weather changes. You can set your carburetor for the season and forget it.
Get the most out of your car. Perfect engine performance is y urs for the asking. Drive 'til you see the friendly Red Pump Then tell the attendant fill up the tank with

## ATLANTIC <br> GASOLINE Puts Pep in Your Motor

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## No better cigarette can

 be made than Camels!

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For, Camels are not only refreshing in flavor but you can smoke them liberally without tiring. your taste! In fact, they're so good and so appetizing you're always keen for a Camell

Besides, Camels have a smooth mellow mild body that is a revelation to smokers! You never puffed in such cigarette enjoyment!

Credit Camels extraordinary attractiveness not only to quality but to Camels expert blend of choice Turkish and choice Domestic tobaccos. And, you can lay a bet right here that you will prefer Camels blend to either kind of tobacco smoked straight!

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