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GOSSIP THE STREET

## \$1,500,000

INTERNATIONAL CEMENT CORPORATION
Five Year 8\% Convertible Gold Notes

portland, maine
SPRINGFIELD, MAss.


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## Hayden, Stone \& Co. <br> HAYDEN, STONE \& New ro



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If you have held to the belief that there can be no discernible difference between one gasoline and another, you make a careful. note of the results you get with today's Atlantic.

For this gasoline is different. Greater in calorific power. Finer in balance-volatility and stability combined to a degree that means quicker and surer ignition, sharper and more complete combustion-every possible ounce of the fuel's potential energy converted into live wheel-turning power.

You'll not only feel the difference-in quicker getaway, faster pickup, and a more vigorous punch behind every piston stroke. But in the sustained test-after days and weeks of steady usethe proof of Atlantic quality becomes unmistakable:
Ignition "knocks" disappear. Carbon accumulations diminish. There's less popping and sputtering when "warming up." "Misses" are fewer. Mileage is greater, as the recorder plainly shows.
"There's an Aflantic Pump on the road you are traveling"

- the sign of a better gasoline.


## ATLANTIC <br> GASOLINE <br> PutsPepinYour Motor


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