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Youll get QuIcKaction with this

## GASOLINE

Push the starter button and, even in the coldest weather, Atlantic Gasoline will respond to the spark-quickly and cheerfully. No delays! No long churnings by the starter! No exccssive drains on the battery!
Atlantic is the gasoline for winter use. And this year it is even better than ever! It is wider in efficiency range. It It is higher in number of caloritic units. It is on ignition. it is higher in number of calorific units. It is a more finely balanced combination of the elements needed for action and the clements needed for power
This Atlantic superiority is not a mere figment of the imagination, but a fact supported by real seientific achicvements in the Atlantic laboratorics and by actual operating tests and comparisons. Steady users, too, will testify

And with Atlantic quality-you get Atlantic uniformity and Atlantic service. You can be sure Atlantic is always the same, no matter when you buy it; and that it is always obtainable, no matter where you need a supply. For "there's an Atlantic Pump on the road you are traveling.

## ATLANTIC

 GASOLINEPutsPepinYour Motor

This diagram will explain to you why he wants a New Improved Gillette to replace the old-type Gillette you gave him years ago.

${ }^{\circ}$OTHING in years has taken
men's attention like the New Improved Gillette.
More men are talking about it than any other article for men's use you will see in all your shopping trips through the stores.
What a $75 \%$ improvement in shaving means for a man is beyond the words of this Christmas messagc.
But he knows. He knows the New Im. proved Gillette will do it - dozens of his friends have already told him so

This new inven-
 tion, sodramatically announced lastMay, has already reached the million mark in GILLETTE SAFETY RAZOR CO BOSTON, U.S. A

The New Improved


sales. Men are calling it "The Commercial Romance of 1921."
Millions of men are waiting to own a New Improved Gillette.
And if you will give just a moment's study o the simple diagram on this page you will understand why. The blade guarded from the face, but free to the beard.
Particularly will you see why all those men who now use the old-type Gillette are looking forward to Christmas as the time when they can put it aside - in favor of the New Improved Gillette.

The most outstanding advancement in an arsicte for men's personal use that his or any other Christmas has ever known.
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