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 for today's fast-stepping motorsIn this day of marvelously improved driving control, automobiles travel safely with far greater speed than formerly. No ordinary motor oil can begin to with stand the demands of modern high-speed motors and fast-driven cars.
If you value that fine piece of mechanism under the hood of your car, don' gamble on the oil you put into it. From behind sixty years of lubrication experience, The Atlantic Refining Company sees the importance of that warning more clearly, perhaps, than you do.
By intensive research laboratory work on internal combustion engines of all types and makes . . . by innumerable road tests of the most racking sort Atlantic lubrication specialists have developed in ATLANTIC Paraffine Base MOTOR OIL the precise qualities automobile operation requires today.

## ATLANTIC MOTOR OIL

The smallest evaporation loss The longest-lasting efficiency The slowest consumption

