

NEW MOBILGAS SPECIAL IS ON SALE TODAY AT ALL MOBILGAS DEALERS THROUGHOUT THE WEST

New Mobilgas Special combines top octane and Mobil Power Compound- the most powerful chemical additives ever used to step- up car performance

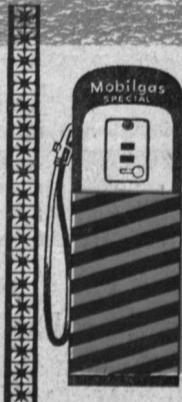


No gasoline sold in
the West is equal to
New Mobilgas Special

*Top Octane and Mobil
Power Compound make
New Mobilgas Special
America's action gas-
oline*

NEW MOBILGAS SPECIAL GIVES FAST
STARTING, GREATER PICK-UP AT SIGNALS
AND IN TRAFFIC; GIVES FREEDOM FROM VAPOR LOCK.

EXCLUSIVE ADDITIVES
in Mobil Power Compound
attack and control all the
power-robbing deposits
that form on spark plugs,
automatic choke and car-
buretor. The additives in
New Mobilgas Special keep
engines healthy. There's
a tune-up in every tankful.



Step-up the performance of your
car today at the newly decorated
New Mobilgas Special pump.

MOBIL POWER COMPOUND PLUS TOP OCTANE COMBINE TO PRODUCE THE ONLY DOUBLE-POWERED GASOLINE!

Mobil Power Compound contains exclusive additives that restore the vitality of your engine, keep it healthy. Mobil Power Compound *checks stalls*, those dangerous and terrifying moments when carburetor icing stops your engine dead in traffic. It keeps spark plugs firing, checks pre-ignition ping that costs you power and can damage your engine. It reduces harmful gum deposits, keeps automatic choke and carburetor clean. It eliminates annoying "creep" in automatic transmissions. *Top Octane* answers every demand for more action...knock-free performance in acceleration in traffic, pick-up from signals, and in hill-climbing *Top Mileage, too*. In the 1954 Mobilgas Economy Run just completed, 20 cars averaged 21.8 miles per gallon using New Mobilgas Special in the 1335-mile, rigidly controlled, A.A.A. sanctioned test.

M. Leach

GENERAL PETROLEUM CORPORATION