



ALL THE

GAS MILEAGE YOUR

CAR CAN DELIVER



**SOCONY-VACUUM OIL COMPANY, INC.**  
and Affiliates  
Magnolia Petroleum Company • General Petroleum Corporation

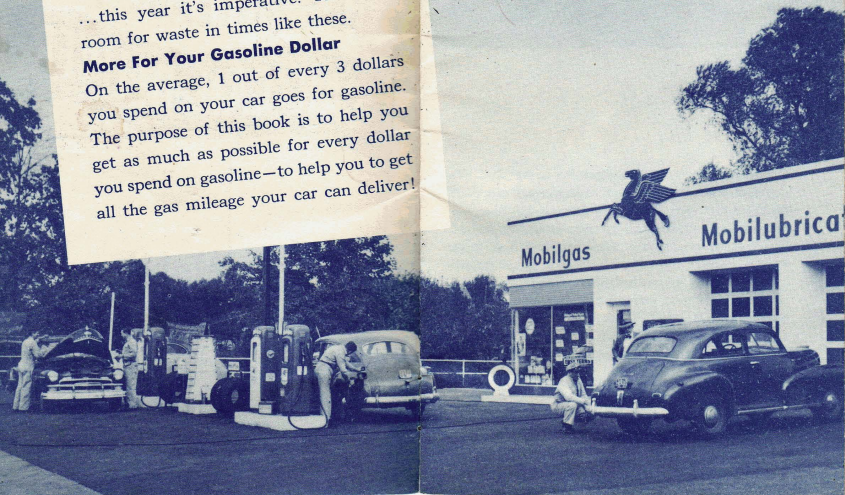
# It's a Year to Make Every Dollar S-T-R-E-T-C-H!

## Conservation The Key For '51

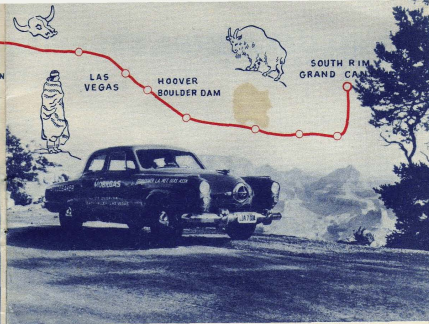
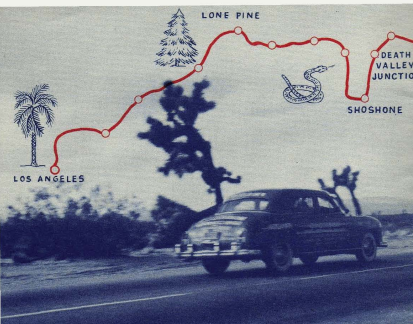
It's always been sensible to get the most for your money on everything you buy ...this year it's imperative. There's no room for waste in times like these.

## More For Your Gasoline Dollar

On the average, 1 out of every 3 dollars you spend on your car goes for gasoline. The purpose of this book is to help you get as much as possible for every dollar you spend on gasoline—to help you to get all the gas mileage your car can deliver!







## The 1951 Mobilgas Economy Run Again Points the Way to Maximum Gas Mileage

Once again the 1951 Mobilgas Economy Run has demonstrated the full potential of mileage economy built into modern cars and modern gasoline — a potential seldom realized by the average car owner. Every car entered was certified by the A. A. A. to be strictly a stock model, with nothing but standard factory settings and adjustments. Only stock Mobil products were used, including Mobilgas or Mobilgas Special and Mobiloil. The 840 mile route from Los Angeles to the Grand Canyon, in 2 days driving subjected the cars to practically every variation of weather and terrain normally encountered in a full year's driving.

The results were sensational—25.448 miles per gallon for the Sweepstakes Winner... 23.923 miles per gallon the average for *all* cars entered! Your Friendly Mobilgas Dealer has the list of complete results. Before comparing *your* car's performance, read the following pages—learn how these three essential factors can help you *get all the gas mileage your car can deliver!*

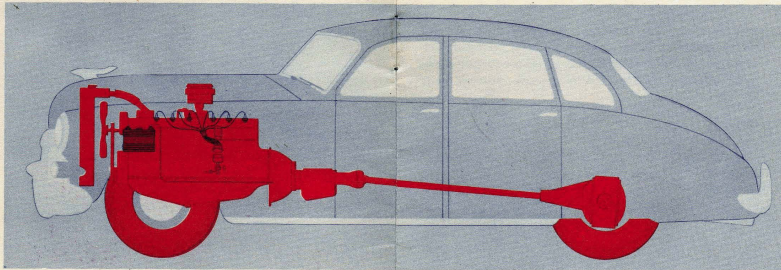
1. Regular Car Servicing
2. Good Driving Habits
3. Quality Gasoline

**GET ALL THE GAS MILEAGE  
YOUR CAR CAN DELIVER**



TO GET ALL THE GAS MILEAGE YOUR CAR CAN DELIVER

## Keep it in Go od Shape with REGULAR SERVICING



### Spark Plugs

Should be cleaned and checked every 5000 miles... replaced every 10,000 miles. Dirty, defective or worn-out plugs can waste 10% of your gas.

### Air Cleaner

Oil bath type should be serviced every 5000 miles...oiled element type every 1000 miles. A dirt-clogged air cleaner can cause an over-rich fuel mixture cutting gas mileage 5% or more.

### Engine

Power-wasting deposits and friction prevent an engine from developing full power

from its gasoline—also speed up wear. For more economy and better protection, drain and refill the crankcase every 1000 miles with fresh Mobiloil.

### Gears and Chassis

Developing full power from an engine is one thing. All too often some of that power is wasted by resistance caused by insufficient or improper lubrication of transmissions and driving axles, wheel bearings and other chassis units. Avoid gas wastage and costly wear of such units through regular servicing at recommended intervals with Mobilube GX, Mobilfluid 200, Mobilgreases.

### Chokes

If automatic, have it checked to be sure it opens properly. If hand operated, be sure the knob is pushed in as soon as possible after starting. Possible gas saving—up to 50%!

### Tires

Always keep tires inflated to proper pressure. It takes 3% to 6% more gasoline to move soft tires because of extra rolling resistance. Under-inflation also shortens tire life.

An inefficient cooling system can cause either knocking or gas waste... Even a brake that drags *slightly* can step up gas consumption plenty... A manifold valve stuck "closed" can waste power through knocking... A weak battery can waste gas through hard starting... These are just a few more examples of the need for regular checking and servicing to be sure you get maximum gas mileage and performance—of the need for regular Mobil Care at your Friendly Mobil Dealer's!



TO GET ALL THE GAS MILEAGE YOUR CAR CAN DELIVER

## Make PERIODIC ENGINE TUNE-UP a part of Regular Service for your car

You can't get good gas mileage from an engine that is not properly tuned up for maximum power output. With use, parts wear, get dirty, need adjustment. That's why a periodic tune-up is

needed to bring your engine up to peak operating efficiency... to be sure of getting every bit of the power and economy that is in Mobilgas and Mobilgas Special.

### IGNITION

**Basic Spark Timing** calls for individual car adjustment, based on manufacturer's recommendations. An over-retarded spark robs pep and power... an over-advanced spark causes power-wasting, gas-wasting knock.

**Points** need regular cleaning and adjustment... need replacement usually every 10,000 miles. Defective points cause hard starting and a rough-running engine, wasting gas.

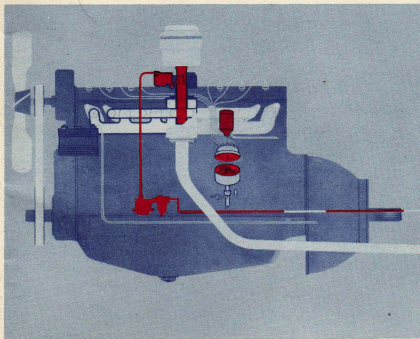
**Condenser & Coil.** A weak or defective condenser or coil also can waste gas through hard starting, loss of power and uneven running.

### FUEL SYSTEM

**Carburetor Jets** need regular checking. When clogged, they create a lean mixture that can cause power-wasting knock. When worn over-size, they create an over-rich, wasteful gas mixture.

**Sediment Bowl** should be cleaned regularly to prevent dirt and sediment from reaching and either clogging or wearing the carburetor jets.

**Float Bowl Level** should be checked periodically to be sure the float is at the proper level and moves freely. Otherwise, the carburetor can overflow and waste considerable gas.

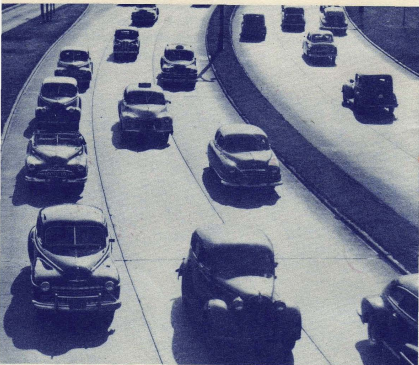


### No Substitute For Repairs

Neither the best gasoline, nor proper servicing, nor a tune-up can be expected to give satisfactory performance and economy in a car that is suffering from worn or damaged engine parts. There is no substitute for needed repair work!

TO GET ALL THE GAS MILEAGE YOUR CAR CAN DELIVER

## Practice Good Driving Habits



**Shifting** . . . Get Into High Gear Quickly. At 20 miles an hour, second gear eats up 15% to 20% more gas than high—first gear, 30% to 55% more!

**Clutch** . . . Don't Ride The Clutch. That wears it out faster and wastes gas. Use your brakes to hold a car on a hill. It's safer and more economical.

**On The Highway** . . . The Higher The Speed, The Higher The Wind Resistance, and the more gas you use. Drive at a reasonable and *steady* rate of speed.

**Acceleration** . . . Avoid Fast Getaways. It isn't worth it to beat out the other fellow . . . not when it costs 60% more gas than normal driving.

**In Traffic** . . . Pace Yourself To Avoid Unnecessary Stops in traffic and at traffic lights. Fewer stops can mean 10% to 25% better gas mileage.

**Parking** . . . Always shut off your engine when parked. Unnecessary idling consumes 1% to 2% more gasoline uselessly.

At 80 MPH



Watch That Speed!



$\frac{1}{2}$  The Gas Mileage!

At 60 MPH



$\frac{2}{3}$  The Gas Mileage!

At 30 MPH



Maximum Gas Mileage!

**Get all the Gas Mileage Your Car Can Deliver!**

**Use 1 of the 2 Great Gasolines  
PROVED in the Mobilgas Economy Runs**

**PRODUCTS OF ADVANCED  
RESEARCH & REFINING**

The outstanding road performance of Mobilgas and Mobilgas Special is no accident . . . it is the result of an unsurpassed program of continual research, testing, product quality control and a \$100,000,000 refinery improvement program.

**SECOND TO NONE IN  
QUALITY & PERFORMANCE**

Despite a wide variety of competitive claims, this one fact stands out . . . more people in the U.S. buy Mobilgas and Mobilgas Special than any other brand. There is no better proof of quality and performance than that.



**America's Largest Selling Gasolines**



# What Mileage ARE You Getting?

Do you really know? Before comparing your present gas mileage with the 1951 Mobilgas Economy Run Results, it pays to make an accurate check by following these simple directions.

Note the speedometer mileage on the form on the right, then fill the gas tank to the top. When filling the tank, make sure your car is as level as possible. The next time you need gas, fill the tank to the top again, and enter on the form the number of gallons purchased together with the new mileage figure on the speedometer. Remember, you are keeping a record of the number of gallons added each time. For best results, this record should be kept during a long trip or over a minimum of 5 tank fillings. Divide the total difference in mileage by the total number of gallons consumed:

The result is a reasonably accurate mileage figure. It probably won't be as big as you would like. But, that's the time to read this booklet again — and to consult your Friendly Mobilgas Dealer.

	Speedometer Reading	Gallons of Gasoline
	3715	
Sharon	4888	3.09
McKean	4767	2
Fourtymile	4859	2.93
Cherryville	5067	3.70
Cherryville	5222	3.99
Cherryville	5479	3.57
Cherryville	5685	3.98
St. Louis Ky	5920	3.96
Dryden	6119	4.19
Cherryville	6212	2.58
Cherryville	6312	4.10
Cherryville	6422	4.27
Cherryville	6855	3.83
Cherryville	7072	3.34
Cherryville	7293	2.88
Cherryville	7476	3.56
Cherryville	8064	6.87
Cherryville	8587	10.13

It takes all 3 to get  
Top Mileage  
under ALL conditions

- 1 - Regular Servicing**
- 2 - Good Driving**
- 3 - Mobilgas or  
Mobilgas Special**



Get ALL the  
Gas Mileage Your  
Car Can Deliver!