



UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

Bureau of Consumer Protection

July 17, 1996

Benjamin A. Dinkins, Esq.  
Mobil Oil Corporation  
3225 Gallows Road  
Fairfax, VA 22037

Re: Mobil Oil Corporation  
File No. 952-3369

Dear Mr. Dinkins:

The Commission staff has conducted an investigation involving Mobil Oil Corporation's possible violation of the Federal Trade Commission Act, through use of false and misleading advertising of the benefits obtained in connection with the sale of Mobil's higher octane gasoline, its mid-grade gasoline, "Mobil Special." In addition to two radio advertisements, the investigation involved a television commercial for Mobil gasoline showing a man driving a compact car into a Mobil gas station. He starts to fill up with regular gasoline. He watches another customer drive in with a red sports car, who fills up his car with mid-grade gasoline. Seeing this, the owner of the compact car switches from regular to mid-grade gas. The sports car accelerates out of the station. The commercial concludes with the tagline: "Mobil Special . . . just might make you and your car feel a whole lot better."

Upon review of this matter, it appears that no further action is warranted by the Commission at this time. This determination is based on a number of factors, including the fact that the television commercial only ran for a month and was voluntarily discontinued before the initiation of this investigation. Accordingly, the investigation has been closed.

The action the Commission staff has taken is not to be construed as a determination that a violation may not have occurred, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take such further action as the public interest may require.

Sincerely,

A handwritten signature in cursive script, appearing to read "C. Lee Peeler".

C. Lee Peeler

Associate Director  
Division of Advertising Practices