Bureau of Consumer Protection

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

Re: Mobil Oil Corporation
File No. 952-3369

Dear \Ir. Dinkins:

UNITED STATES OF AMERICA

FEDERAL TRADE COMMISSION

WASHINGTON. D.C. 20580

July 17, 1996

The Commission staff has conducted an investigation involving Mobil Oil Corporation's possibk \iolation of the Federal Trade Commission Act, through use offalse and misleading
� ~�l�d�w�r�t�i�s�i�n�g� of the benefits obtained in connection \vith the sale of Mobil's higher octane gasuline. its mid-grade gasoline. "Mobil Special." In addition to t\\·o radio advertisements, the im'estigation il1\olwd a television commercial for I"fobil gasoline showing a man driving a compact