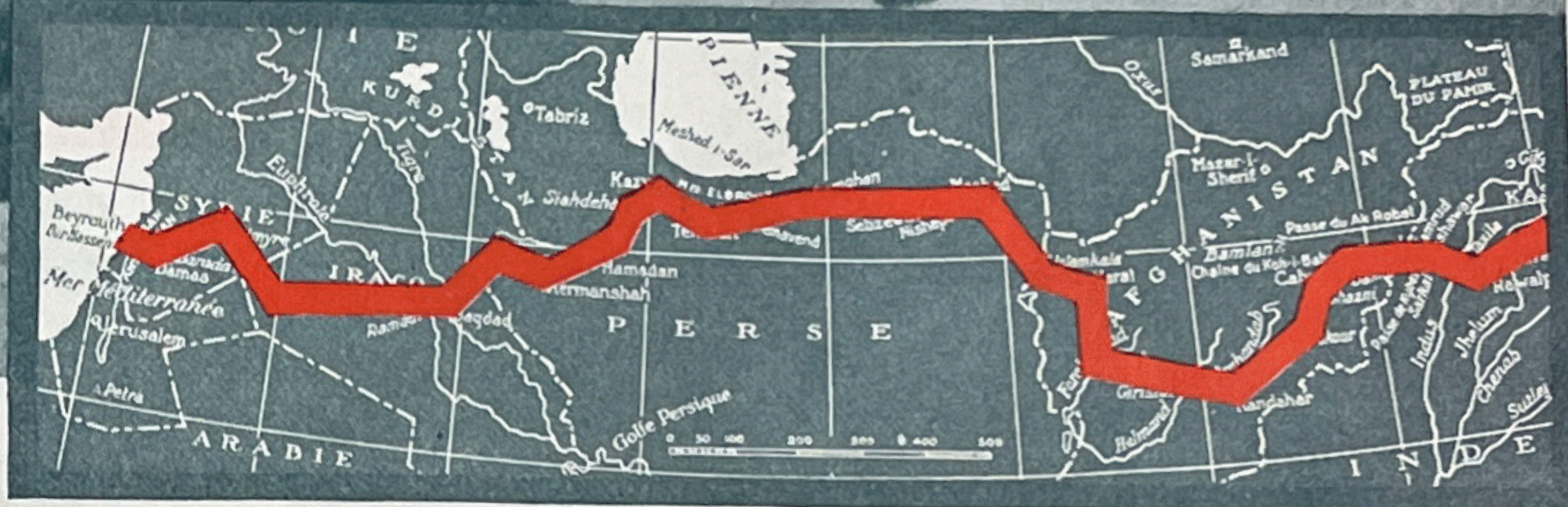
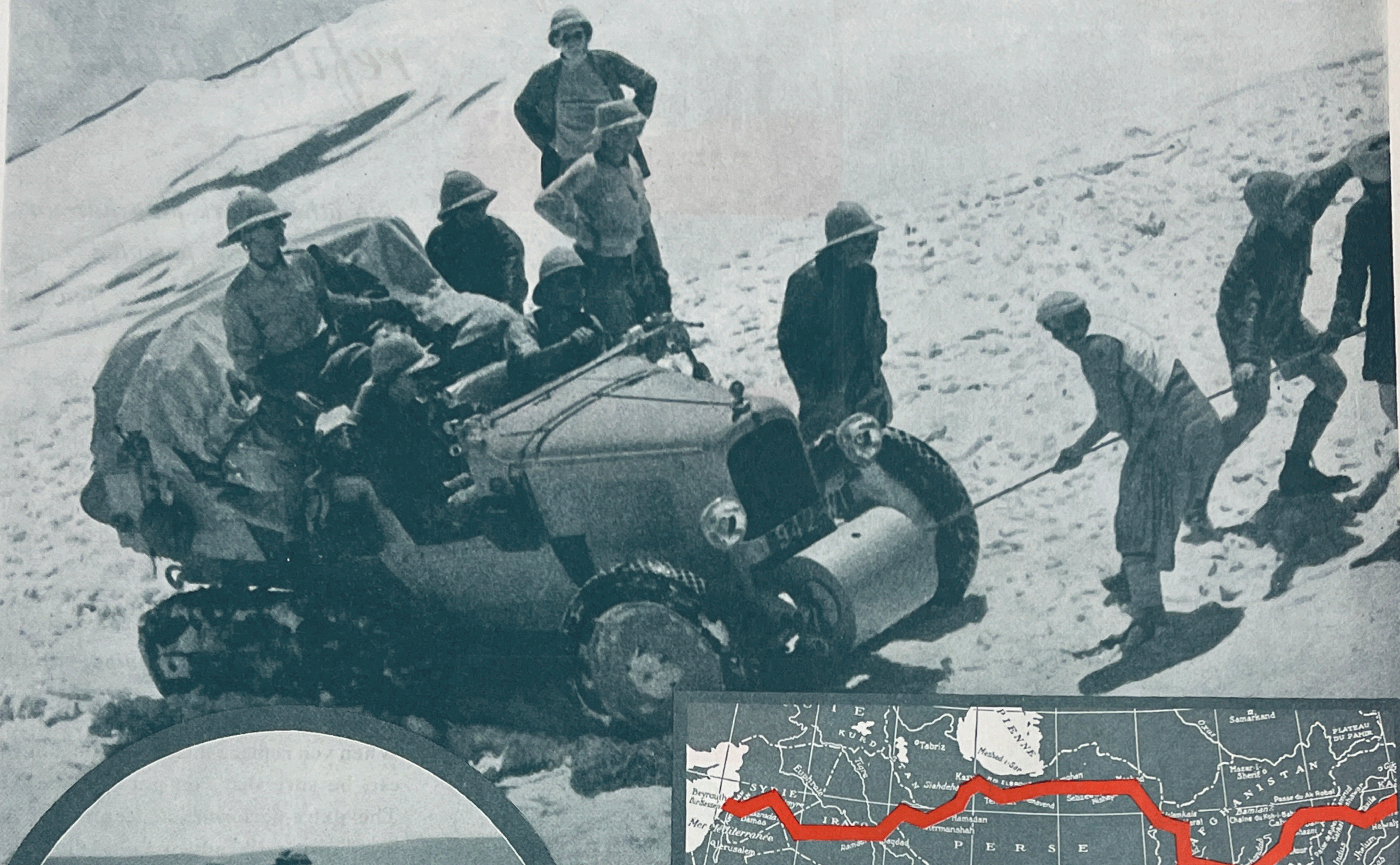




5,000 Miles



MILES . . . Along the "trail of Marco Polo." The Citroën-Haardt Expedition traveled 8,000 miles—5,000 miles in low gear—on roads that had never seen an automobile—trails that were scarcely passable for horses and camels. But Citroën cars proved equal to the test—and Mobiloil never faltered in its job of lubrication.



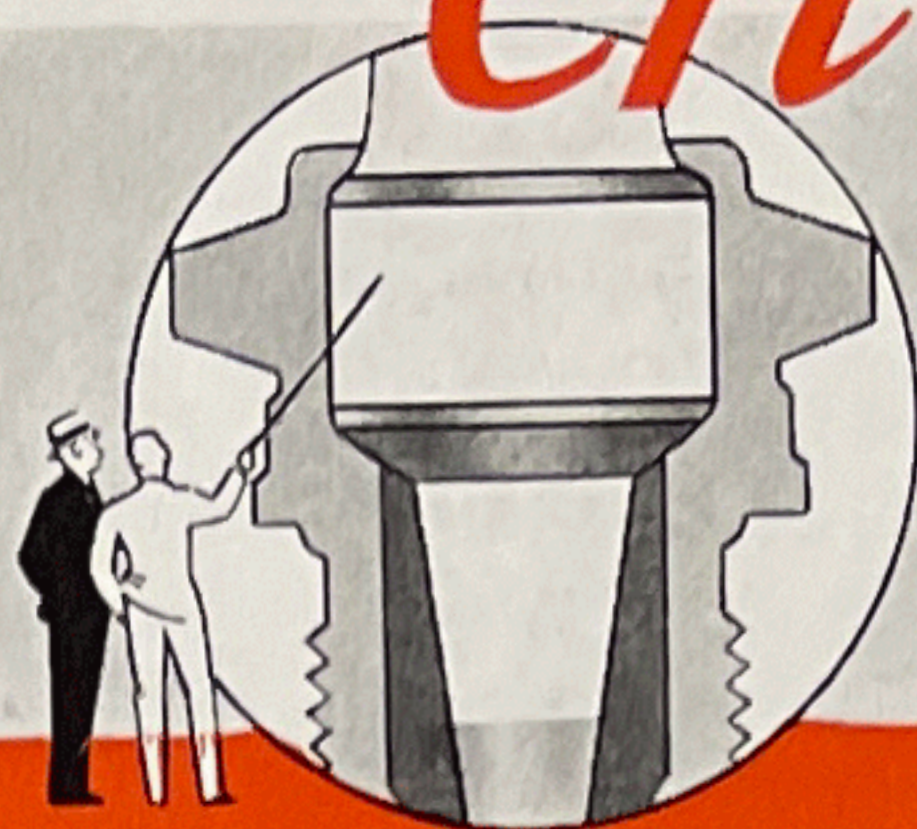
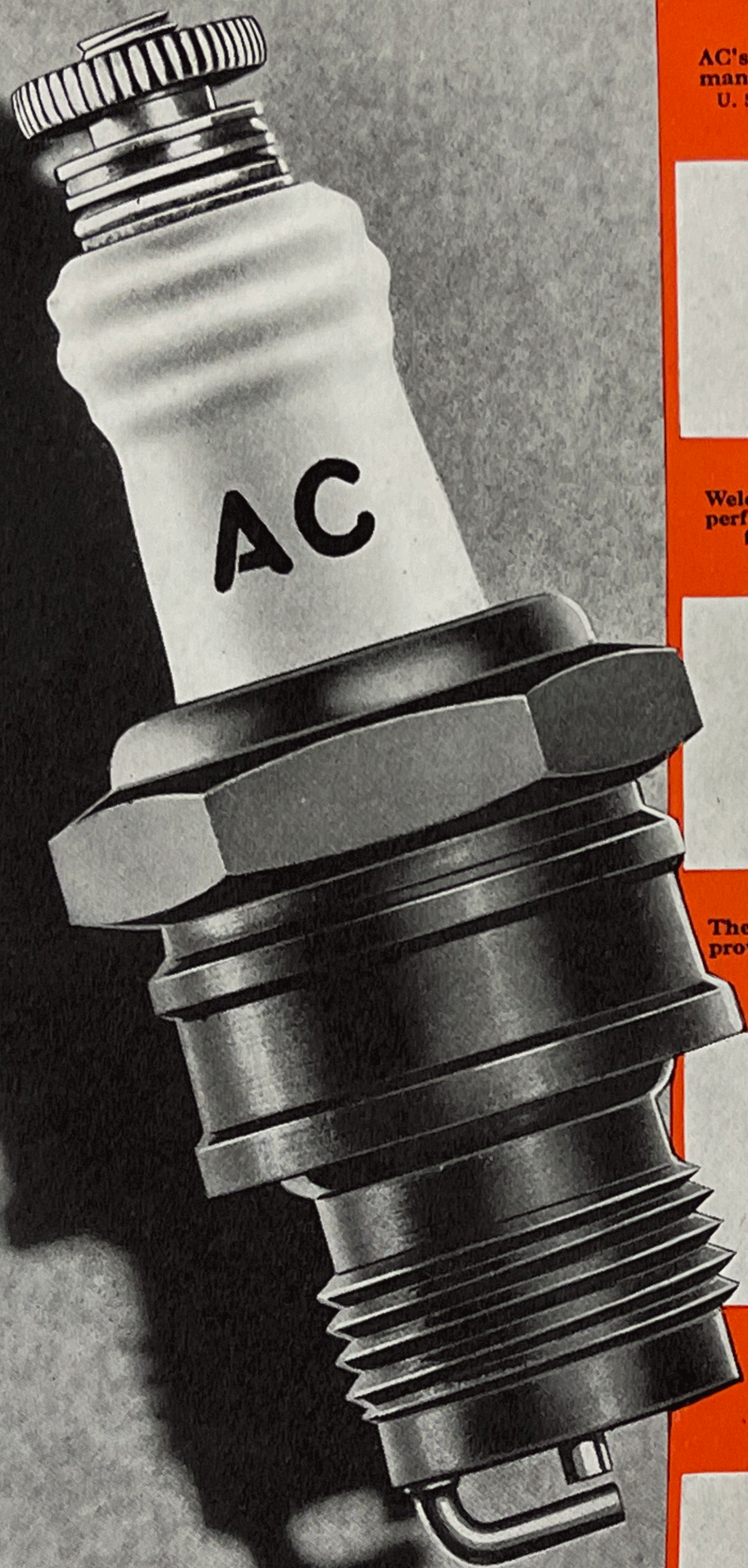
WATER . . . Crossing rivers in the wastelands of Afghanistan, the cars of the Expedition rolled through water up over the hub caps. Yet the motors were not injured—and Mobiloil's efficiency was unimpaired.

SAND . . . When the Expedition reached Srinagar, India, after plowing miles and miles through the treacherous sands of the Arabian Desert, it was found that the Citroën engines, protected by Mobiloil, were in perfect condition, despite their terrific test

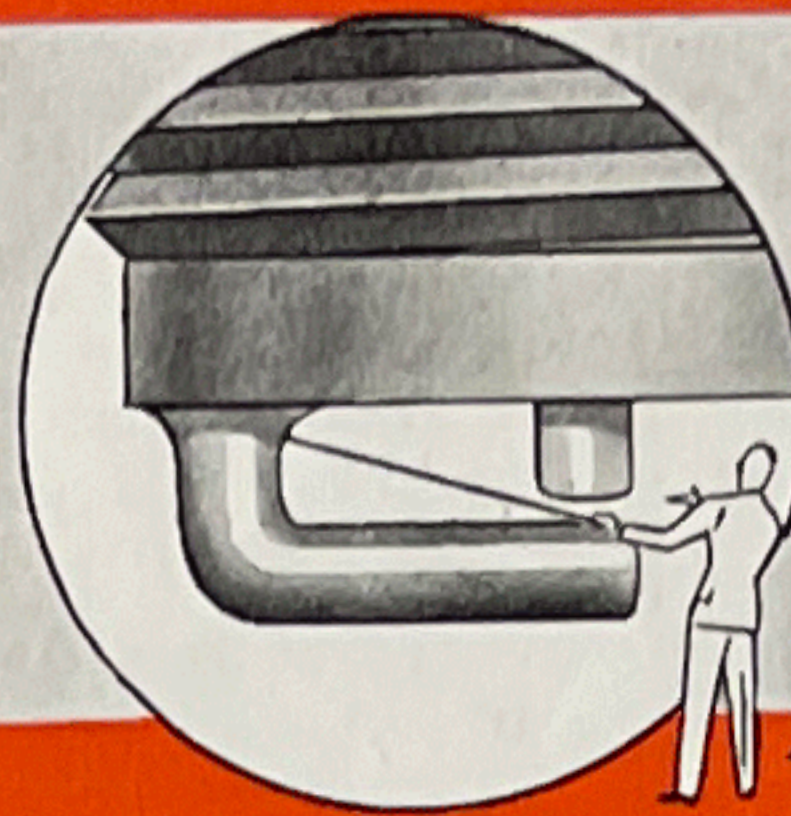
VACUUM OIL COMPANY, INC
A SOCONY-VACUUM COMPANY

Years ahead in

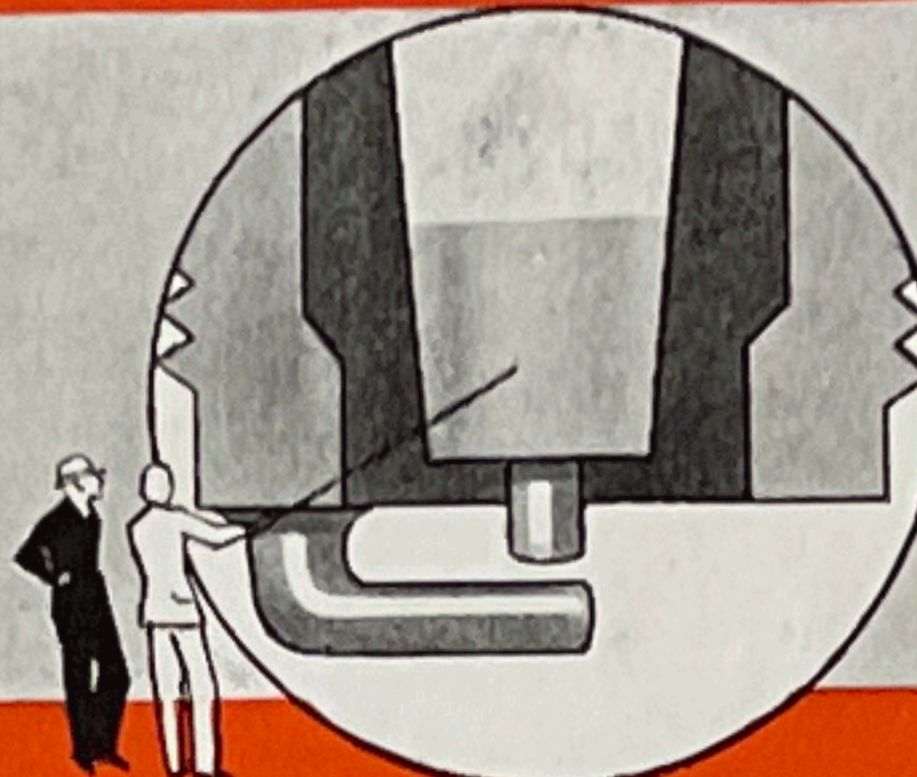
engineering
refinements



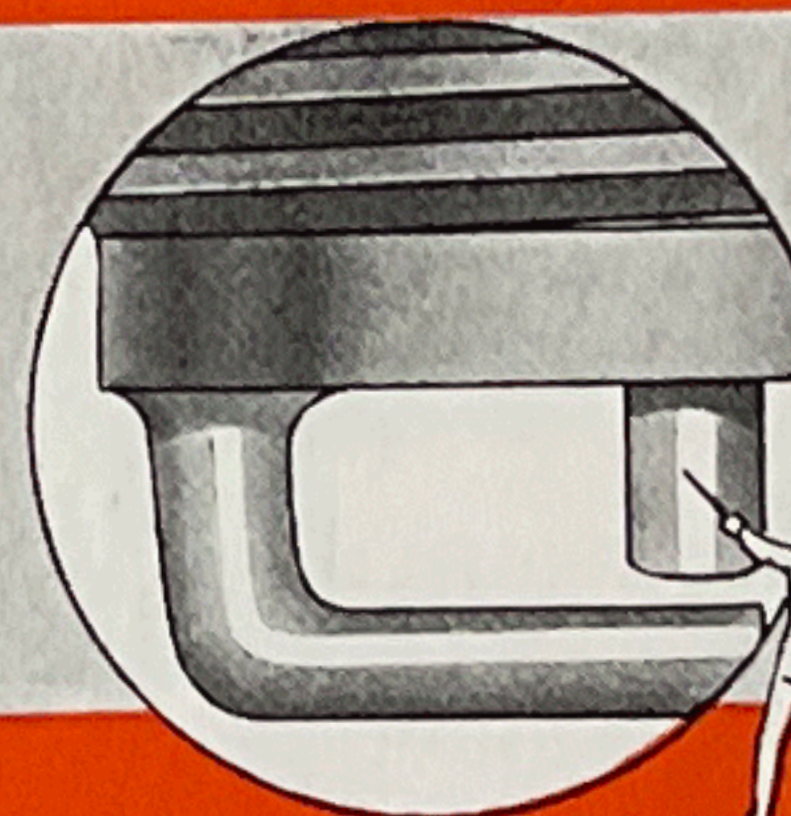
AC's one-piece heat-sealed construction permanently seals against compression leakage. U. S. Patents No. 1,193,075 and 1,848,905, and others.



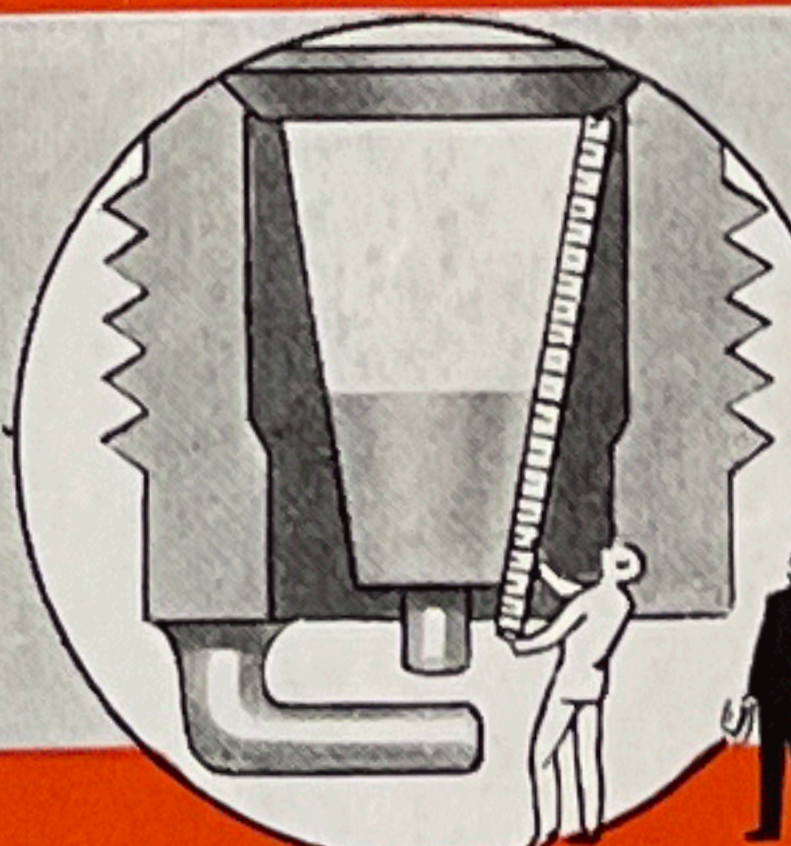
Welding the side electrode to the shell insures perfect heat conductivity. This exclusive AC feature insures longer electrode life. U. S. Patent No. 1,319,423.



The unglazed insulator tip is an exclusive AC provision against encrusting—a common cause of spark plug trouble. U. S. Patent No. 1,386,883 and re-issue No. 15,585.



Isovolt electrodes—made of a special alloy developed by AC engineers—contribute to easy starting and insure full life. U. S. Patents pending.



The AC heat range system for correcting spark plug troubles by choosing plug types with longer or shorter exposed sections of the insulator, as engine or driving conditions require—has been acclaimed one of the greatest developments of the industry.

No other spark plug has any of these patented AC extra-performance features

More AC spark plugs are used as original factory equipment by car manufacturers than all other makes combined . . . because they are the only spark plugs that have any of the extra-value features described at the left, because they are continually improved to meet new and changing engine requirements.

61.66 per cent of all spark plugs installed as original car equipment in the last five years were ACs

When you replace the spark plugs in your car, be sure that you get genuine ACs. The extra-performance features of ACs are "proved" advantages—they have met the greatest test in the world—actual service in millions of cars, trucks and buses now on American highways.

Get the correct type of AC spark plugs to fit your car and your driving requirements, and enjoy the extra performance assured by AC quality and construction.



STANDARD SPARK PLUG EQUIPMENT ON LEADING CARS INCLUDING:

BUICK	DE SOTO	HUDSON	OLDSMOBILE
CADILLAC	DODGE	LA SALLE	PIERCE-ARROW
CHEVROLET	ESSEX	NASH	PLYMOUTH
CHRYSLER			PONTIAC

AND 200 OTHER MAKES OF ENGINES

WORN SPARK PLUGS WASTE 1 GALLON OF GASOLINE IN 10
Install new spark plugs every 10,000 miles—always insist on ACs and be sure of full gasoline mileage, as well as easy starting, good acceleration and full power performance.

AC SPARK PLUGS • AC SPEEDOMETERS • AC AIR CLEANERS • AC OIL FILTERS • AC FUEL PUMPS • AC GASOLINE GAUGES • AC GASOLINE STRAINERS • AC THERMO GAUGES
AC AMMETERS • AC OIL GAUGES • AC COMPLETE INSTRUMENT PANELS • AC CARBURETOR-INTAKE SILENCERS • AC CRANKCASE BREATHER AIR CLEANERS • AC DIE CASTINGS
AC DIE CASTING MACHINES • AC COMBINATION FUEL AND VACUUM PUMPS • REMO GUM SOLVENT INJECTORS • AC REFLEX SIGNALS



in Low Gear..

These Citroëns plowed across the "Roof of the World" with Mobiloil

Perhaps you'll never take a ride like this. But you, too, can save your engine with Mobiloil

On almost the very day when Georges Marie Haardt died of pneumonia in Shanghai, we received the first pictures of the amazing Expedition he led across the very "roof of the world" to a brilliant finish in Peiping, China.

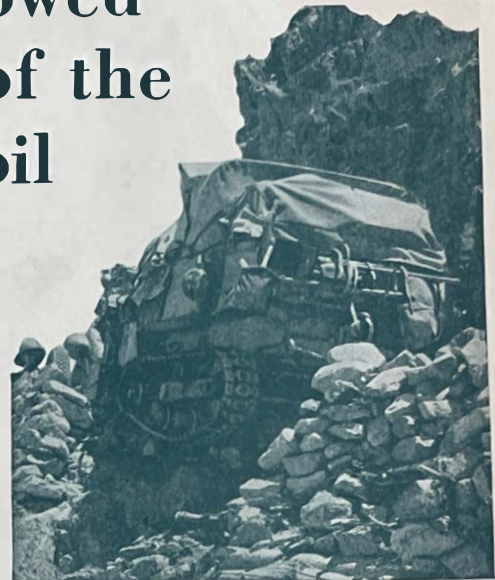
Sponsored by the famous French automobile manufacturer, André Citroën—equipped with tractor-type Citroën cars, lubricated with Mobiloil—the Expedition fought its way from Beirut, Syria, 8,000 miles across blazing deserts and towering mountain passes.

Perhaps you'll never take a ride like that one. But you will find, as the Haardt Expedition found, that whatever the road, whatever the driving condition, Mobiloil in your engine saves you trouble and expense.

On arriving in Peiping, M. Andouin-Dubreuil, second in command of the Expedition, wrote to the Vacuum Oil Company, "The perfect condition of our motors, which covered a distance of 5,000 miles in low gear, is due no doubt to the high quality of your lubricating oil."

Mobiloil's full, rich lubrication gave these engines full power under temperatures that varied 125 degrees in a few days, through water and sand, up a 14,000-foot mountain—for 8,000 difficult miles—5,000 miles in low gear. You, in your car, in these thrift days, will find that Mobiloil protects your engine, prolongs its life, and reduces repair costs.

Mobiloil saves you money—that is why 350,000



HEAVY GOING... No turning back on roads like these! For the steep and rocky trails of the Himalayas, every ounce of power was needed. Only modern engines—completely and efficiently lubricated—could negotiate these terrifying paths.

motorists a day now buy Mobiloil. That is why Mobiloil is the world's largest-selling oil. The new Mobiloil—even better than that used by the Haardt Expedition—is now on sale at your dealer's. At its new thrift price—30¢ a quart all grades (35¢ in the Far West) Mobiloil lasts longer than ever—it is the most economical lubrication you can buy at any price. Start saving with Mobiloil today!

We invite you to listen to the Mobiloil Concert, broadcast coast to coast each Wednesday evening from WEAJ and 53 associated N. B. C. stations at 9:30 o'clock, Eastern Daylight Saving Time.



MOUNTAINS...

Crossing the Himalayas, the Expedition set a new altitude record for automobiles—13,800 feet above sea level. So dangerous was this terrific climb that guy ropes had to be attached to keep the cars from slipping sideways. But they crossed the summit under their own power.

COLD...

On the desolate Mongolian plains, the Expedition had to keep going for 52 straight hours—because it was just too cold to stop! Yet the Citroën engines, protected with Mobiloil, never once complained.



Mobiloil

Product of a SOCONY-VACUUM Company

THE WORLD'S LARGEST-SELLING OIL



MINERVA

Présente :

TAMPA BAY
AUTOMOBILE MUSEUM



LA CROISIERÈRE JAUNE

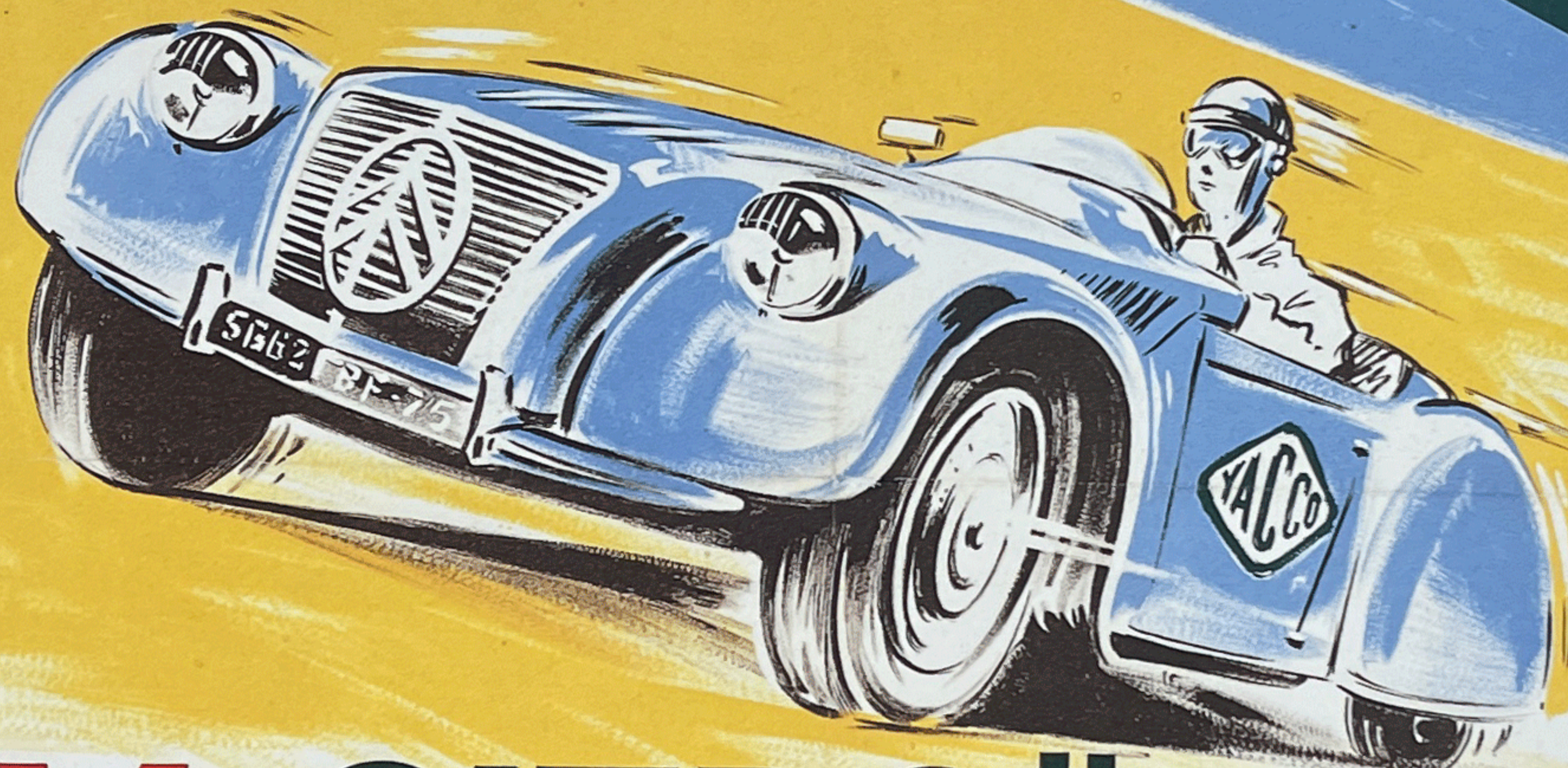
EXPÉDITION CITROËN CENTRE-ASIE
3^e MISSION G.M. HAARDT-AUDOUIN-DUBREUIL

Graissée avec

TAMPA BAY
AUTOMOBILE MUSEUM



YACCO



La **2CV. CITROËN** (350cmc) de l'Ingénieur Barbot
enlève le 27 Septembre 1953 à MONTLHERY

*9 records
Internationaux*

12 heures à 90,960 de moyenne
24 heures à 85,02 de moyenne



LA

7

**CITROËN****VOITURE DE CONCEPTION ENTIÈREMENT NOUVELLE**

**TRACTION PAR ROUES AVANT • "MOTEUR FLOTTANT"
ROUES INDÉPENDANTES • FREINS HYDRAULIQUES
SUSPENSION PAR BARRES DE TORSION
CARROSSERIE "TOUT ACIER" MONOCOQUE
VOITURE INTÉGRALEMENT AÉRODYNAMIQUE
VITESSE : 100 KM. A L'HEURE • POIDS : 900 KG.
CONSOMMATION : 9 LITRES AUX 100 KILOMÈTRES**

LA VOITURE LA PLUS MODERNE ET LA PLUS ÉCONOMIQUE**PRIX: 17.700 ^{FRS}**

L'achèvement des nouvelles Usines de Javel vient de porter au plus haut degré la perfection et la puissance des Usines Citroën : 400 ingénieurs, 1.000 machines-outils nouvelles, qui portent le total à 17.000, 90 hectares d'ateliers alimentés par une force motrice de 60.000 CV, concentrent leurs efforts et leurs immenses possibilités à fabriquer à la cadence de 650 voitures par jour, les 8 - 10 - 15 CV et la nouvelle 7 Citroën à traction avant. C'est grâce à leur suprématie industrielle que les Usines Citroën peuvent livrer à un prix surprenant de bon marché cette 7 CV de conception entièrement nouvelle, qui dépasse en qualité, en confort et en élégance les voitures les plus modernes et les mieux construites.

**Allez voir et
essayer**

DANS NOS MAGASINS D'EXPOSITION
ET CHEZ TOUS NOS CONCESSIONNAIRES

LA 7

PRIX: 17.700^{FRS}



& LES 8-10-15 cv.

A SUSPENSION NOUVELLE PAR ROUES AV. INDÉPENDANTES ET BARRES DE TORSION

CITROËN