

Künstl. Leiter: George McAndrew

Agentur: Batten, Barton, Durstine & Osborn

Inserent: Armstrong Cork Company



IT DOESN'T HURT A BIT

THE way in this picture we get a glimpse of the cork oak grove in the high lands near the Mediterranean Sea. There they kill the tree! No. For when the cork oak tree is mature, it is comparatively safe as long as it is not cut down, it grows on again. After the bark is cut it is stripped from the tree, it goes by cart or on horse back to a drying and preparing station, where it is heated and then laid by shipment to the factory which makes the cork. It is here that the cork is prepared for use in many different ways. Armstrong's Cork, of course, is one of the many kinds of cork prepared in this way. It is the cork that is used in many of the things you see every day. It is the cork that is used in many of the things you see every day. It is the cork that is used in many of the things you see every day.

the bark grows
right back
on again



The Armstrong Cork Company, with its thousands of employees in cork and related plants in various parts of the world, naturally has the shipping of the cork to the manufacturer of cork stoppers, corks, and other cork products. Armstrong's Cork, of course, is one of the many kinds of cork prepared in this way. It is the cork that is used in many of the things you see every day. It is the cork that is used in many of the things you see every day. It is the cork that is used in many of the things you see every day.

Künstl. Leiter: George Welp-Steve O'Leary

Agentur: The Blackman Company

Inserent: Vacuum Oil Company

the **Leader** always looks beyond tomorrow



"Leadership"
from the original campaign created for the Vacuum Oil Company by Mr. Warren E. Thomas

It is dangerous to be a leader. A leader stands out in front, in full view, facing forward.

If you wish to remain a leader, you have to keep on facing forward. You have to move faster, think more quickly, see more clearly and act more decisively than your followers or your competitors. As a leader you can't merely "do your best"—you have to do better than anyone else.

The makers of Mobiloil have experienced the dangers, the exhilaration and the constant challenge of leadership for 64 years.

DO YOU REMEMBER THE 6-CYLINDER FORD?

Perhaps you still remember the sleek-looking Cadillac and the sturdy Ford. Then there was one. One type of oil was generally supposed to lubricate both of them, and all other cars of that time, equally well. Oil was merely oil then.

But in 1912 you heard the makers of Mobiloil publicly challenge the whole field of automotive thought on lubrication. "No one oil," they said, "can efficiently lubricate all types of engines. There must be a special oil for each."

With this revolutionary idea came the Mobiloil group of oils—several types of oil designed to meet the varying needs of different engines.

To bring scientific accuracy into the selection of the right oil for a given engine, the Mobiloil Chart of Recommendations was formulated and supplied to every Mobiloil dealer.

This guide, and the high quality of the oils it recommended, brought Mobiloil quickly to leadership.

THE GREAT OIL-RUSH

Naturally, attempts to challenge Mobiloil leadership came almost immediately.

Dozens of other brands of oil appeared. Each had its "story"—its special test, its special process or its special credit oil line.

You have seen many of these oils disappear. You have seen others come—and also go. But Mobiloil has stayed. It has not only stayed, it has continuously retained its leadership—in America, in Europe, in Asia, Africa and Australia.

How? By adhering to its scientific method. By anticipating new conditions. By providing the right oil for each new type of engine.

THE OIL HAS CHANGED BUT NOT THE LEADERSHIP

Mobiloil has changed. Of course, as a leader will always change—when change has meant improvement.

Today there are new "stories" of special credits, special processes, special tests. Yet the Mobiloil of today is still the world's leading oil—

NOT because it is made from a particular crude base (although there is available to its makers practically every grade of crude oil produced);

NOT because it is made by some single special process (although the Vacuum Oil Company was the first successful maker of lubricating oils by the Vacuum process, which is acknowledged to produce the finest lubricants the world affords);

NOT simply because it passes certain tests (although Mobiloil has always maintained its lead against other oils in every scientific laboratory test);

NO—Mobiloil leads today because it provides a definite type of oil for your particular engine—and because that oil is backed by (1) the most authoritative study of automobile engines in the world, and (2) the richest experience of the world's acknowledged leader in scientific lubrication.

VACUUM OIL COMPANY

