

Listed below are some excerpts from testimonials and various customers test data received by Bell Laboratory. The information has been summarized and excerpted for brevity. The information that is given is only a small percentage of the total volume of data available but was selected either because of the source user of the product or because of some particular significance in the information that they have provided. While we are only giving the excerpted here the complete document is available for inspection at Bell Laboratory; however, in an effort to protect the users of Bell's products, we will not release full copies of the testimonials or information provided to us.

MIX-I-GO

1. 1981 - BOTTLING COMPANY OF A MAJOR SOFT DRINK IN GEORGIA.

We have been using Bell Laboratory products for approximately 25 years. When we started, we were looking for a product that would extend the life of our engines and reduce problems with burnt valves. We noticed immediate results.....in mileage sufficient to pay for the product....our burnt valve problem was practically eliminated, also our engine life was practically doubled, we had less carburetor problems, and a large reduction in the number of spark plugs used in our engines, we observed the absence of water in our fuel systems. At another plant, we decided to run a six-month test, the benefits were so great that we discontinued testing and began treating the fuel tanks at this plant. Our use of MIX-I-GO has been continuous since our first 55-gallon drum, 25 years ago.

Plant Manager

2. 1981 - MAYOR OF CITY IN SOUTHEASTERN STATE

"In my personal automobile a 1979 LTD Ford, my gas mileage has improved 15.4%. I am also getting quicker starts, better acceleration and power and my engine is running much smoother since I started using MIX-I-GO."

3. 1981 - NAPA AUTO PARTS COMPANY, NORTH CAROLINA

During the 25 years I have sold many gas additives, some of them are Mac's, Marvel Mystery, STP, SILOO, etc. MIX-I-GO is the best additive I have ever had. The first bottle was tried on a Ford Courier which belonged to the Company, it had a terrible spark knock. After using it, the knock went away, it had more power, better gas mileage, by at least 10%. It is hard to understand how a product can have ingredients that will produce so many results as this one does. My customers tell me that MIX-I-GO does stop spark knocks, engine dieseling, increases gas mileage ranging from 1 to 6 miles per gallon, and most important, the part it plays in removing carbon buildup; therefore, reducing repair bills. I have repeated calls for it. I highly recommend MIX-I-GO over all the prior additives mentioned. It is truly one of the best products I have dealt with.

Signed by President

Page 2, MIX-I-GO Continued

4. 1981 - PROFESSIONAL PHOTOGRAPHER IN OHIO

Used MIX-I-GO in my 1978 Olds Delta 88, 350 Cubic Inch 4-Barrel. Gained from 12.5 to 15.5 miles per gallon. Runs smoother, has more power, starts better during these zero degree temperatures we have been having lately.

5. 1981 - A DONUT BAKERY IN OHIO

Began using your product MIX-I-GO in my company car some few months ago. Prior to using MIX-I-GO, over the previous 3,017 miles that I traveled, I averaged 22.28 miles per gallon. I then added MIX-I-GO and traveled 1158 miles averaging 25.06 miles per gallon which is a 12.5% increase. I then had a tune-up on my car and since have traveled another 1773 miles averaging 25.60 miles per gallon.

Signed by President of the Company

6. 1981 - AUTOMOTIVE MACHINE COMPANY, STATE OF WASHINGTON

The following results are taken from a test conducted by myself using MIX-I-GO on a racing engine owned by a professional racer and evaluated on our company's dynamometer. The new 327 FACA stock car motor tested included the following:

Stock stroke; Steel crank; Carillo Rods; 194 Chev. heads (untouched); Special valve grind; Stock 2 barrel cast iron manifold; 600 Holly 2 barrel carb.; 12.8-1 compression ratio; Crane CC 280 NC flat tappet cam shaft.

Fuel; Aviation Blend 100-130 Octane

Five runnings without and with MIX-I-GO were conducted:

Without Fuel Treatment:

Peak HP 339 @ 5660 RPM  
Torque 357 Foot Lbs. @ 4120 RPM

With Fuel Treatment MIX-I-GO:

Peak HP 340 @ 5660 RPM  
Torque 363 Foot Lbs. @ 4160 RPM

or

1 additional HP  
6 additional Foot Lbs. of torque

I thought that MIX-I-GO would be just another fuel additive that wouldn't make any difference. I was quite surprised at the results.

Signed

Page 3 , MIX-I-GO Continued

7. 1981 - A CARPET & RUG CLEANING COMPANY IN OHIO

We have been using MIX-I-GO in our 14 vehicles of the past six months. We have been astounded with the results we have seen during this period of time. Our experience with MIX-I-GO resulted in an 18% increase in mileage and a significant increase in acceleration and engine performance. I knew the product was working when our truck drivers started to purchase it for their personal automobiles. There is no doubt in my mind that the product does, in fact, perform as advertised.

8. 1981 - AN AUTOMOTIVE SERVICE COMPANY SPECIALIZING IN ROLLS ROYCE AND BENTLEYS

We have performed an emissions test on a 1973 Silver Shadow Rolls Royce. The mileage on the odometer was 43,517. The readings were taken on a sun analyzer and recorded as follows:

BEFORE	UNBURNED FUEL (ppm HC)	% CO
Idle	120 ppm	1.8
2800 rpm	45	

After adding 1½ ounces of MIX-I-GO and driving the vehicle for approximately 5 miles, the following readings were taken again:

AFTER	UNBURNED FUEL (ppm HC)	% CO
Idle	96 ppm	1.5
2800 rpm	40	

This represents a 25% reduction in the unburned fuel and a 33% reduction in the amount of CO (air pollutants).

I feel as a result of the tests I performed, this product will reduce maintenance costs and increase mileage.

Signed

9. 1981 - AUTOMOBILE SERVICE STATE OF ILLINOIS

I am a mechanic in Illinois and after hearing about the product I went back to work and took an infra-red reading (exhaust emissions) of my 1976 Dodge Charger - 400 4 V engine with dual exhaust.

BEFORE MIX-I-GO	Left Side	Right Side
CARBON MONOXIDE (CO)	.60%	.60%
HYDROCARBON (HC)	200 ppm	220 ppm
AFTER MIX-I-GO added to fuel tank and driven 6 miles:		
	Left Side	Right Side
CARBON MONOXIDE (CO)	.10%	.10%
HYDROCARBON (HC)	20 ppm	20 ppm

I found out that MIX-I-GO reduced my exhaust emissions. As emissions are reduced, so is fuel consumption.

Signed

Page 4, MIX-I-GO Continued

10. 1981 - A RACING ENGINE PRODUCER STATE OF FLORIDA

As you may know, I have been in the business of building machining and engineering high performance racing engines for over 20 years. We have sent powerful engines all over the world. I would like to tell you how I feel about MIX-I-GO. Pinging, dieseling, detonation, etc. are the most noticeable results in cars in recent years. These problems have been worsened by the reduction of octane ratings and by the lead being removed. Now even with the extremely low compression ratios of 7 or 8 to 1, the fuel cannot do a sufficient job. Lower compression engines are easier to satisfy fuel wise but the loss of power vs. high compression is great. What a time for people to learn about what MIX-I-GO can do to help automobiles, to perform more efficiently with less wear, the combustion modifier in MIX-I-GO helps the gases in the cylinder to burn slower and more evenly, just as higher octane fuel does, smooth, "flame travel" results in horsepower which in turn results in efficiency. We have been experimenting with "flame travel" in racing engines for years and the more we improved it the faster our engines went with less wear and less engine heat. In addition, the detergent in the product (MIX-I-GO) helps remove carbon deposits and gums and varnishes which tend to keep the rings free to seal against the cylinder walls. The top oil puts back the lubrication qualities and the surfactant helps to emulsify the condensation which is so existent in our gas. In my personal cars which all have untouched factory production engines, using the MIX-I-GO supplement has done three noticeable things. (1) Improved the gas mileage approximately 10.4%, (2) Stopped the dieseling, so now when I turn off the key, the engine stops (can you imagine how a person in my business feels when he can't even turn off his own engine?), (3) The pinging that used to rattle me out of the car everytime I mashed on the throttle, has almost completely stopped. The product is good and I kind of get a kick out of improving every drop of gas that I use, plus knowing that I am also saving money.

Signed by the Owner of the Business

11. 1981 - TEST REPORT ON A NUMBER OF VEHICLES PERFORMED IN ORLANDO, FLORIDA

An emission testing station was set up in Orlando on a busy street. The test was administered by two representatives of the Snap On Tools and monitored and verified by a professional race car driver who is nationally known. The test was witnessed throughout the day by some 175 to 200 persons who signed a sheet verifying that they witnessed the test. The testing procedures were strictly controlled and monitored as follows:

An exhaust emission analyzer model #MT 497A was used, this analyzer basically takes a sample of the emissions from the tailpipe to the vehicle, measure the hydrocarbons or unburned fuel and also measures the carbon monoxide level under an infra-red light and records them parts per million. The test consisted of five steps. Vehicles were brought in and (1) The vehicle mileage was recorded, (2) Hydrocarbon and carbon monoxide levels recorded before adding MIX-I-GO, (3) A double dose, 2 ounces per 10 gallons of fuel was added to the gas tank, (4) The driver drove the vehicle in a normal fashion for 15 minutes 7-10 miles and returned, (5) The exhaust emissions were re-analyzed and recorded. Because these emissions, the types of automobiles need to be set out in data form, they are included at the end of the area on MIX-I-GO.

Page 5, MIX-I-GO Continued

12. 1981- PLUMBING & HEATING COMPANY IN STATE OF WISCONSIN

My testing was done on 12 vehicles with two cases of MIX-I-GO over a three month period. At the end of that time, fuel savings alone were 12 to 15%. Using 1,000 gallons of fuel a month, I expect my savings for this year to be \$2,000 to \$2,500 on fuel and maintenance, with the price of fuel at a \$1.25 per gallon. Also worth mentioning is that several trucks have stopped dieseling since using MIX-I-GO. To test the maintenance properties, I decided to try MIX-I-GO in a 1969 Cadillac with 58,000 miles formerly driven by an elderly couple. The car was very carboned up and generally running poorly. By double dosing a couple of tanks, performance improved drastically. I strongly urge any firm or individual to seriously consider what this product can do for them.

Signed by the Owner

13. 1980 - TECHNOLOGY COMPANY IN THE STATE OF VIRGINIA

We have used your fuel supplements in our company and personal vehicles for over three months now. This is to advise you of our complete satisfaction. We no longer have the problems of pinging and dieseling that previously existed. Some examples of mileage increases are as follows:

1. 1979 Pontiac from 15 to 17 miles per gallon.
2. 1976 Olds from 17 to 23 miles per gallon.
3. 1976 Honda from 33 to 40 miles per gallon.
4. 1967 Ford from 14 to 17 miles per gallon.

We recommend your products very highly. The vehicles run smoother and seem to have more power.

Signed by Owner of Company

14. 1980 - MOBILE BRAKE COMPANY IN THE STATE OF OHIO

The owner says, I told you that I would give it an honest test. I have been exposed to many gas saving devices through my 25 years automotive after market career and most have been marginal at best.

Test #1 was performed on a 1975 Chevy Elcamino, 350 cubic inch automatic. The baseline was three tanks of gas and averaged 12 to 13 miles per gallon. Added MIX-I-GO, mileage dropped to 10 miles per gallon but after nine tanks the mileage was confirmed at 16 miles per gallon which is an approximately 23% improvement. The reduction in mileage for that period of time showed the carbon removal was in process and that took time as you indicated it would, and it did interfere with the combustion process as you explained until enough was cleaned to turn it around. The mileage had remained at 10 miles per gallon for three tankfuls of fuel and then it started to climb again.

Test #2 was on a 1978 Ford Supervan, 250 with 60 cubic inch

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automatic. The baseline was five tanks of five tanks gave a 7 to 8 mile per gallon fuel. After three tanks, they were getting a 9 to 10 miles per gallon which is approximately a 25% increase. There was no drop in this mileage during the test.

Test #3 was a 16 horse Simplicity lawn tractor. The baseline was 3½ gallons per time used on the lawn. After two tanks the consumption dropped to two gallons per time used on the lawn. That is 43% increase which was unbelievable.

Test #4 was on a 28 foot Chris Craft, Sport Fisherman Twin 283 cubic inch. Baseline usually get 12 gallons per hour, after two treatments, it took 7 gallons per hour, this was listed as another unbelievable incident. It was after the fishing boat experience that he ran another test on a 28 foot Cigarette with twin Volvo 6 cylinder high performance engines. This engine combination with six carburetors, 12½ to 1 compression ratio and very cold plugs was another good test to satisfy him. The racing camshafts in these motors caused the plugs to fowl at idle and he always keeps spare plugs on board to change them. He also noticed water in his gas filters and put them back on with the water in them. He had a baseline of 25 gallons per hour at 50 mile per hour speed. After two tanks, consumption dropped to 20 gallons per hour at 50 miles per hour which represents a 20% improvement. But what really got his attention from this test was that he could not fowl a plug at idle anymore and they are last years plugs and he didn't even clean them. Before he used MIX-I-GO he could not even make the idle time without fouling all the plugs, let alone running back in with the same plugs, but with MIX-I-GO he was able to idle 9 miles with it and then they were in rough water to change positions to fish. He turned it around and put it on top with no problem and the engines cleaned out and ran perfect in less than a mile. And then the best part was the water was gone from the filters and he has gained from 5100 rpm last year to 5300 rpm's this year with the same plugs. That translates into more horsepower, thus more fuel savings.

Signed by the Owner of Company

## 15. 1980 - ANTIQUE COLLECTORS SHOW FACILITY IN STATE OF KANSAS

Since using MIX-I-GO in our 1976 Chevrolet Malibu, Classic Wagon, it runs smoother, has stopped dieseling, and has more pick up from a stop sign and when passing. The best gas mileage we have ever checked on the Wagon was 13.8 but with MIX-I-GO added to the gas tank, we are consistently getting over 16 miles per gallon and up to 18 miles per gallon on the highway, depending on conditions. Then our VW Campmobile has shown a 5 mile per gallon increase, starts quicker, and runs smoother after using our first bottle. We put MIX-I-GO in a 1972 500 Honda and can go 20 to 25 miles further before switching to the auxiliary tank. Since we had had great results with our vehicles, we decided why not the boat. The boat is running 4 miles per hour faster with MIX-I-GO added to the fuel tank.

Signed by Owner

## Page 7, MIX-I-GO Continued

## 16. 1980 - PRINTING COMPANY IN THE STATE OF MISSOURI

The time has come when I must write you to tell you how pleased I am with one of your products called MIX-I-GO. I took a quart for a 1974 Vega and put the other quart which I had purchased in my husband's company car, a 1976 Pontiac Sunbird. Within two tanks full of gas we both noticed that each of these 4 cylinder cars have more power. The sunbird had been dieseling and my husband had always had to put on the brake, put the car in gear and let up on the clutch in order for it to kill the engine. The dieseling stopped before he used the second tankful of gas with MIX-I-GO. My 1974 Vega had no power and was only getting 16½ miles per gallon. Within two tanks full of gas I obtained an increase in mileage of 3.1 miles per gallon. My husband's car after using MIX-I-GO had much more power, no stalling, plus no dieseling. Although he did not see fuel economy in the treatment with the first bottle, he decided to try the second bottle and about half way through the bottle, he had an increase in his mileage of 4.7 miles per gallon. He has consistently averaged over 4 miles per gallon ever since. In the Vega they have consistently received an increase of 3 miles per gallon.

Signed by Owner

## 17. 1980 - TAKEN FROM A PUBLICATION BY AN IN-HOUSE NEWSPAPER FOR A TELEPHONE COMPANY IN THE STATE OF KANSAS

X  
The pool cars are saving up to 5.6 miles per gallon and 10% or more on gasoline costs by using a gasoline additive called MIX-I-GO. During a three month test period one of the pool cars, a 1977 Plymouth Station Wagon increased mileage by going from 11.6 miles per gallon to 17.2 miles per gallon, a 48.2% improvement. Another pool car like, well a 1978 Ford Fairmont and another 1977 Chevy Nova increased mileage 20% and 10% respectively. This telephone company says that if all of the pool cars had used the product throughout the year 1979, that they could have saved as much as \$221,000 in the operation of these vehicles.

## 18. 1980 - COMPANY IN BOISE, IDAHO

Having used MIX-I-GO for the last 40 gallons in my car, I have found a sticky valve has been freed. The car is a 1973 Caprice Chevrolet with 88,000 miles and it runs as good now as it did when it was new. It has increased in mileage after using one quart of MIX-I-GO by 1½ miles per gallon. We are also using it in our two commercial vans and one ton truck. I am very pleased with this product.

President of Company

## 19. 1980 - STATE SENATOR WITH THE STATE OF KANSAS

I drive a 1978 Ford T-Bird, has approximately 12,000 miles on it. I have been using MIX-I-GO for about four months, the mileage on the T-Bird has increased from approximately 3 to 3.5 miles per gallon. Another improvement noticed is that this car has more power. Based on his calculations, of 1 quart of MIX-I-GO will realize a savings to him of over \$67.00.

## 20. 1980 - REAL ESTATE OFFICE IN KENTUCKY

MIX-I-GO has very definitely made a difference in the gas mileage of my 1976 Ford LTD. Even though he had used the product in his gas tank for several tanks full he had not received much of an increase but then he took a trip to Mississippi, to Alabama, and it was a rather extensive trip over several states. Where he had been averaging a little more than 10 miles per gallon, he averaged just under 15 miles per gallon on this trip. He figures that this calculates to more than 100 miles extra for each tankful of gas.

Signed by the Real Estate Person

## 21. 1980 - TAX COLLECTOR WITH A CITY IN THE STATE OF VIRGINIA

She owns a 1975 Cadillac and the mileage was 9.82 miles per gallon. She used approximately one-half of a bottle and then the mileage started running consistently 13.61 miles per gallon.

## 22. 1980 - FLUNDER COMPRESSION TEST ON A 1976 OLDSMOBILE TORONADO

In April of 1980 the odometer reading was 96,750. A compression check was taken. The compression should range from 110 to about 125 pounds per square inch. The total of the 8 cylinders was 795 lbs. per square inch or an average of 99.375 lbs. per square inch. The gentleman used 12 ounces of MIX-I-GO in about 30 to 40 gallons of gas and then he had another compression check run. At this time he was 97,946 miles. He took a compression check on the cylinders and the total of the 8 cylinders now was 1,090 lbs. per square inch or the average per cylinder of 136.25 lbs. per square inch which was a total increase of over 36 lbs. per square inch or equating to a 39.9% increase. The owner of the auto repair shop says that no adjustments or work of any kind were performed on the car during the period of about 20 days of this test.

## 23. 1980 - AN ASSISTANT PROFESSOR WITH THE STATE UNIVERSITY IN THE STATE OF IDAHO

I have used this product (MIX-I-GO) for 90 days and I can attest to its merits. I have a 1978 GMC Suburban 4-wheel drive. Initial use of the product showed the elimination of dieseling. Continued use of MIX-I-GO resulted in more engine power. Recently on a trip from Boise to Redding, California, I averaged 15.01 miles per gallon, previous high for highway travel was 12.6 miles per gallon, this is a 19% increase.

Signed by Professor

## 24. 1979 - THIS FROM A RANCH IN THE STATE OF KANSAS

We are using MIX-I-GO in seven different vehicles and we are finding that in all seven we have smoother running engines, easier starting vehicles, increased power, less fuel consumption, exhaust smoke decrease and light gray color. In a 1976 Olds Regency, we increased from 12 miles per gallon to 15.5 miles per gallon, in a 1976 Ford Elite we went from 12.5 miles per gallon to 16 miles per gallon. On the Regency has 65,200 miles on it, the Elite has 29,150 miles on it. A 1976 Ford 3/4 ton pickup 25,250 mileage went from



## 24. Continued

10.25 miles per gallon to 13.5 miles per gallon. Those are just representative of three of the seven vehicles that they kept data on.

## 25. 1979 - DATSUN DEALERSHIP IN THE STATE OF KANSAS

Been using MIX-I-GO in our dealership for about four months. We did not just take it for granted that the product worked. We tested it in our shop thoroughly and got some definite results before adding it to our dealership. Our parts manager has the product on the parts counter and knows how to sell the product to the consumer. In our sales department, we include a bottle of MIX-I-GO with every car we sell. The dealership adds the price of 1 bottle of MIX-I-GO to each car as they are sold. The product gives the customer the feeling of security and adds a personal bind to the salesman to the dealership. This also creates repeat business for our parts department. I am enclosing an affidavit on the results received from our shops test results which was done by our service manager on a 1976 Ford LTD.

Signed by the Owner & Operator  
of the Datsun Dealership

## 26. 1979 - AFFIDAVIT FROM DATSUN DEALERSHIP IN THE STATE OF KANSAS

They were asked to test a fuel system on a 1976 Ford LTD. The tests that were ran were an exhaust analysis, compression and visual inspection of the carburetor. The first baseline test showed the following: Exhaust readings CO% 3.4%; Hydrocarbons 270 to 440 ppm. Compression and plug examination: Compression readings for normal #3 and #6 plugs indicated they were running hot and had iron and carbon deposits. Carburetor: Gum and varnish were present on the primary venturies. The owner of the car returned approximately two months later for another fuel system check and since his previous visit he had been using MIX-I-GO a fuel supplement and the following test results were shown: Exhaust readings the CO was 2.8%; hydrocarbons were 185 ppm and stable. The compression was about the same, normal. The plugs were not burning as hot and they had a reduction in iron and carbon deposits. The Carburetor, the varnish and gum deposits were eliminated

Signed by Owner & Manager of  
The Datsun Dealership and also  
Signed by the Service Manager  
of the Facility

## 27. 1979 - SERVICE COMPANY IN TENNESSEE

Gentlemen, I want to thank you for offering a product that works, MIX-I-GO. To establish a baseline in his 1979 Ford LTD Wagon he ran five tankfuls of gasoline and got 12.44 miles per gallon. He also noticed his car pinged when under a load or on inclines. On his 6th tankful, he added 2 ounces of MIX-I-GO per 10 gallons of gas. On the 7th and subsequent tanks full he added the 1 ounce per 10 gallons which is a normal treatment of MIX-I-GO. Almost immediately after adding MIX-I-GO he noticed that the pinging disappeared and was

## 27. Continued

accompanied by improvement and performance. After five tankfuls of treated gasoline he checked his gas mileage and he was getting 14.4 miles per gallon which represents over 16% improvement.

Signed by President of Company

## 28. 1979 - AN INSURANCE AGENCY IN KANSAS

His gas mileage after using MIX-I-GO for two months had increased from 14 miles per gallon to 17.4 miles per gallon. So he calculates an increase of 68 miles per tank by using MIX-I-GO.

Signed by the Insurance Agent

## 29. 1979 - TILE AND CARPET COMPANY IN ARIZONA

He agreed to test the product in his 1977 Ford Pickup. Upon completion of the testing, by testing using 2 quarts of product he recorded a 21.5% increase in mileage. A definite increase in performance and ease of starting. A decrease in maintenance costs and down time as he now has 36,000 miles without having to have had any minor tuneups on this company vehicle.

Signed by Vice President of Company

## 30. 1979 - AN INSURANCE COMPANY IN OKLAHOMA

The mileage in his 1973 Gremlin improved in in-town driving from 13 to 15 miles per gallon and after using MIX-I-GO in three tanks of gas. 1974 Fiat Station Wagon of which he had never gotten more than 24 miles per gallon is now getting 30 miles per gallon. An associates F3 Stakebed truck was getting 6.1 miles per gallon is now getting 10 miles per gallon. A large U-Haul truck increased from 5.1 miles per gallon to 6.5 miles per gallon.

Signed by Special Agent for the  
Insurance Company

## 31. 1979 - BY A SALES COMPANY IN MISSOURI

Tests of MIX-I-GO for a period of 13 months on four vehicles. One was a GMC that had 83,000 miles showed a 42% increase in mileage from 10 miles per gallon to 14.2 miles per gallon. A Ford with 51,000 miles on it went from 10.5 miles per gallon to 12 miles per gallon, a 15% increase. A Chrysler with 33,000 miles on it that went from 13 miles per gallon to 14.2 miles per gallon, an 8% improvement, and a GMC with 10,000 miles that went from 10.1 miles per gallon to 12.2 miles per gallon, a 21% increase. In addition the GMC had constant plug fouling, dieseling, it was hard to start. After using approximately 1½ quarts they showed that they had no more fowl plugs, they had no more dieseling, they had easier starts and of course the increase in mileage.

Page 11, MIX-I-GO Continued

32. 1978 - TRAVEL TRAILER COMPANY IN THE STATE OF KANSAS

They manufacture travel trailers, which they ship throughout sixteen states including, Alaska and other distant states. They have six one-ton dual wheel trucks, one 1/4-ton pickup, one 3/4-ton pickup, one 1 1/2-ton trash truck, 2 Ford tractors and one forklift. Seven of the above are over the road vehicles used in delivery of trailers and sales work which travel from 50,000 to 100,000 miles per year, per vehicle. In all of their vehicles, they indicate that they have an improvement of at least 2 miles per gallon of gas, in addition to better performance, more power, less down-time, more spark plug life from 25,000 to 45,000 miles.

Signed by President of the Firm

33. 1978 - CITY IN TEXAS, SMALL CITY

At the present time, we have 30 pieces of equipment on MIX-I-GO averaging 2 miles per gallon overall improvement. Some have gotten as much as 5 miles per gallon improvement. In his personal automobile he received 33% improvement. He says, in my opinion, this is the best gas additive that I have ever used.

Signed by the Service Center  
Superintendent for the City

34. 1967 - THE WATERWORKS DEPARTMENT OF ONE OF THE MAJOR CITIES IN THE SOUTHEAST

We started using MIX-I-GO to eliminate some of the burned valve problems, especially with our Continental engines which are used to power our compressors. These valve burning problems have been decreased 95% and our engines run longer between overhauls. The use of this additive leaves a slight film of oil on the inside of the mufflers and tailpipes and thereby inhibits rust which in turn cuts down on the number of mufflers and tailpipes to be replaced. Since the initial use of this product, we no longer have problems with water in our fuel systems.

Signed by the Garage Foreman

35. 1959 - A LARGE CITY IN THE STATE OF ALABAMA

We have found that we have an average savings of 9 1/2% in gasoline consumption. Our mechanic reports an improvement in the condition of the spark plugs, carburetors and engine heads, and also much less moisture is found in the gas tanks of our equipment.

Signed by the Mayor of the City

36. 1950 - A CITY OWNED UTILITY FOR A LARGE CITY IN THE STATE OF FLORIDA

In 1948 we replaced the major part of our equipment with new equipment. We have been using Ethyl gasoline and our overall mileage 8.1. In February 1949 we began using regular gasoline with MIX-I-GO added and realized an increase in mileage from 8.1 to 8.8. In March

## 36. Continued

1949, our mileage increased from 8.8 to 11.4. There was some question in our minds as to the worth of MIX-I-GO giving us this increase in mileage, then in April we were advised by the General Manager to leave this product out of the gasoline for this month. Our mileage dropped during the month of April back to 7.95, then we resumed the use of MIX-I-GO and at the present date our mileage stands at 12.7. I would also like to state that our maintenance costs in 1949 over 1948 with equipment that was one year older was \$2,000 less. Incidentally this was back in the 1940's that this statement was signed by the Automotive Superintendent.

Even though this Utility Commission wrote this letter back in 1950 stating their use of the product during the 1940's, they are still currently using MIX-I-GO on a regular basis. They have used it throughout the years and would not begin to operate without it. They have hundreds and hundreds of vehicles in their service organization.

## Phalanx, Ltd.

Richard A. Anderson  
President

September 30, 1983

Mr. R. A. Whittier  
Manager, Product Development  
Gulf Refining & Marketing Co.  
P. O. Box 2001  
Houston, Texas 77252

Dear Dick:

At our last meeting in August, you challenged Chuck Williams, President of Bell Laboratory, Inc., to enumerate the advantages of MIX-I-GO over STP. Jim Brown and I met with Chuck in Orlando last week to review the data base available in the Bell files regarding the STP comparison and other general performance data for the full line of Bell products. The results of this review confirm the various claims made for the products, and give us additional confidence in the positive results to be expected from their use.

Specifically regarding STP, MIX-I-GO wins an objective competitive analysis both functionally and economically. STP claims only two advantages, surfactant and detergent, while MIX-I-GO, in addition to these two, has a "combustion modifier" and a top oil. The former reduces unburned hydrocarbons and CO in the exhaust and, thereby, enhances efficiency. The latter compensates for the inability of unleaded gasoline to impart lubricating qualities in the engine. Even more important from a competitive standpoint is that the unit cost of MIX-I-GO treatment is in the order of a third to half the cost of STP treatment. Although STP is marketed as a single shot treatment, its claims are based on "regular use". MIX-I-GO is planned for extended use.

In addition to the above comparison of STP and MIX-I-GO, the attached summary of testimonials from the Bell files on the effectiveness of their products was gleaned from user reports for your review. These reports verify the effectiveness of the various products under each category of claim: combustion modifier, surfactant, detergent, and other relevant considerations. These summaries are self-explanatory, and are supported by full documents available in Orlando coded according to the tables' identification. Frankly, we would find the results almost "too good", except that the range is consistent with our own personal experience in the use of both MIX-I-GO and DEE-ZOL. We have included the data on ATOM-IX to round out the line, even though we have not discussed with you a marketing program for heating and fuel oil additives. We would trust that the results shown here would stimulate some interest in that regard.

We believe these data fully support the use of MIX-I-GO and DEE-ZOL in the further development of Gulf's marketing program. We would again encourage you to undertake an internal test program on the Gulf Van Fleet to give a verifiable in-house testimonial. For example, while in Orlando, we viewed an excerpt from a video tape of "PM Magazine" which testified to a 10% fuel saving using MIX-I-GO on the Hallmark Van Fleet in St. Louis. We would be pleased to cooperate with you on a Van Fleet test.

Mr. R. A. Whittier

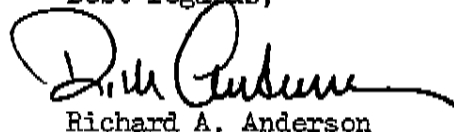
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In regard to new markets, we were also introduced to two new product developments from Bell which we suggest for your review. One is a polymer coating for windshields, which appears to be quite effective. We are pleased to offer you a sample for evaluation and consideration. The second is a carburetor cleaner which has been developed as a supplement to MIX-I-GO for faster cleaning action. They have not introduced either to the market yet, but are now in the process of establishing and registering trade names.

We look forward to working with you on the implementation of your new product marketing program, and thank you for your consideration.

Best regards,



Richard A. Anderson

RAA:AMB

Enclosures

CC: ~~Mr.~~ C. G. Williams - wo/e  
Mr. J. N. Brown - wo/e