

# MORE THAN FREEZE-UP SAFEGUARD NEEDED TO GIVE ENGINES COMPLETE WINTER PROTECTION!

## AMBULANCE DRIVER TELLS HOW HE LEARNED TO INSIST ON "PRESTONE" ANTI-FREEZE

Walter Darwin, independent ambulance operator of Toronto, Ontario, learned the hard way that there is no substitute for "Prestone" Brand Anti-Freeze.

Says Walter Darwin: 'One bitter night four years ago on the way to an accident I had one of those 'just as good' anti-freezes boil over. I had to stop and phone another ambulance to make the call. That cured me! There just isn't any other anti-freeze that gives the same complete protection as "Prestone" Brand. Ever since that night I've used "Prestone" Anti-Freeze and no matter how cold it gets, I've never had trouble.'



*You're Set!  
You're Safe!  
You're Sure!*

## "Prestone" Anti-Freeze gives Extra protection against winter engine enemies

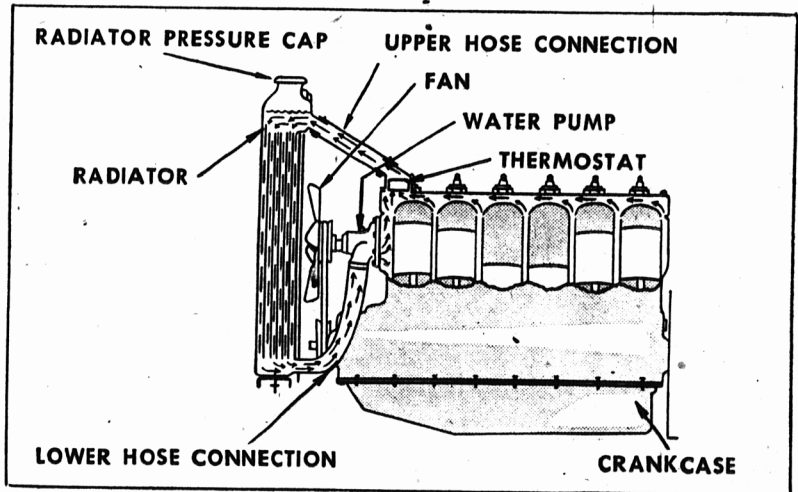
**FREEZE-UP ONLY HALF THE HAZARD**  
"PRESTONE" ANTI-FREEZE PROTECTS  
AGAINST RUST, CORROSION,  
FOAMING AND ACID CONTAMINATION

If freeze-up were the only problem connected with winter driving the answer would be very simple. As a matter of fact there are many fluids, solutions and chemicals which either by themselves or when added to water will resist freezing at low temperatures. Many of these substitutes for a scientifically compounded anti-freeze have been tried . . . nearly always with disastrous results to the car engine. Many of these make-shift

anti-freezes resulted in corroded, rusted and clogged cooling systems. Others boiled over, evaporated and foamed, causing serious engine damage. No such problems worry the driver who uses "Prestone" Brand Anti-Freeze. Product of this country's largest, most completely equipped automotive-cooling system laboratory, "Prestone" Anti-Freeze has proved itself over millions of miles of driving under the most extreme winter conditions.

"Prestone" Brand Anti-Freeze—the most effective anti-freeze ever developed for automotive cooling systems—is fortified with a combination of special ingredients to give much more than just freeze-up protection. "Prestone" Anti-Freeze gives car engines extra protection against rust, corrosion, acid contamination, clogging, seepage, foaming and deterioration of metal and rubber parts. No other anti-freeze can give the same complete protection.

**INCREASES ENGINE EFFICIENCY  
AND GAS MILEAGE**



This cutaway view of an automotive engine shows the vitally important role of the cooling system

## Fourteen Special Ingredients make "Prestone" Anti-Freeze Different from Any Other

**There's  
Nothing Else  
Like It!**

Made from a formula with fourteen special ingredients, "Prestone" Brand Anti-Freeze gives the extra protection that makes it different and superior to any other anti-freeze. "Prestone" Anti-Freeze is

the original 'one-shot' anti-freeze that is still ahead of the field. As automotive engines have improved, "Prestone"

Anti-Freeze has kept pace through continued research, development and testing. Proof of performance is

shown by the overwhelming public preference for "Prestone" Brand Anti-Freeze over all other anti-freezes.

In winter, 150-160 degree thermostats do not permit car engines to operate at temperatures required for maximum efficiency. Cold running engines develop oil sludge, carbon deposits and sticky valves.

Because "Prestone" Brand Anti-Freeze does not boil or foam at high engine operating temperatures it is possible to

use thermostats opening at 180 degrees. The results of using "Prestone" Anti-Freeze with a high opening temperature thermostat are tangible indeed. There is a definite reduction in oil sludge, carbon deposit and engine wear. The engine operates with greater efficiency and delivers more miles per gallon of gasoline.

## More Anti-Freeze Lost Through Foaming Than From Evaporation

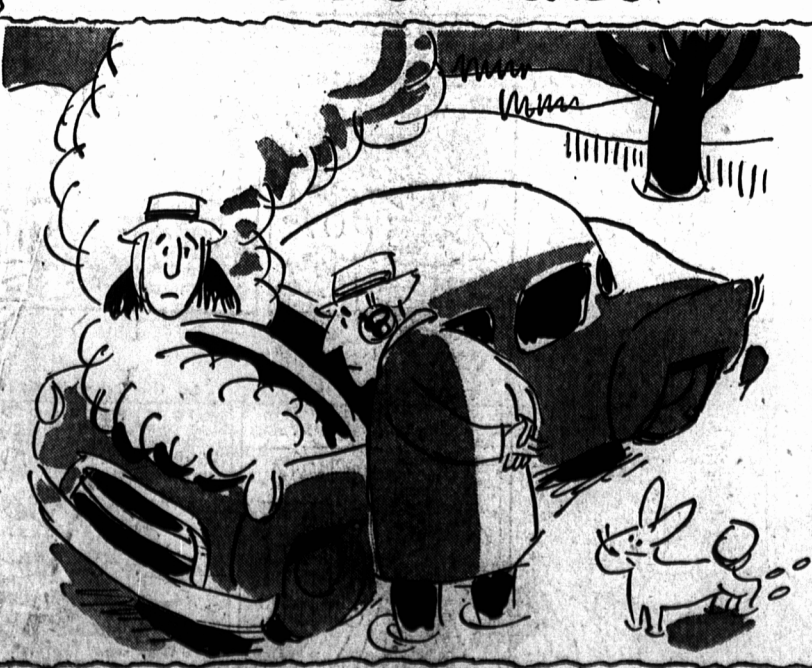
It is a popular misconception among drivers that evaporation is the only cause of loss of anti-freeze solution. The fact of the matter is that overflow loss through foaming of as much as a half-gallon of solution per thousand miles of driving can be caused by an anti-freeze that traps and holds air in solution.

high speed driving when air mixes with the solution at high circulating speeds. The trapped air takes up space and increases the volume of the mixture until some of it goes out the overflow pipe.

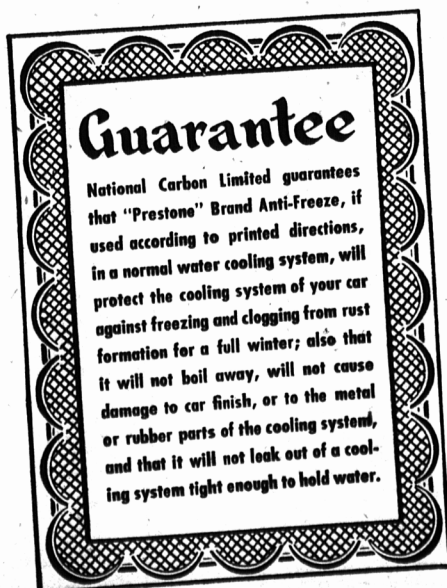
Although it is a serious problem with some anti-freezes there is no foaming problem with "Prestone" Brand Anti-Freeze.

Foaming loss occurs during

### FATAL LAST WORDS



**THIS ANTI-FREEZE  
IS JUST THE SAME AS "PRESTONE" ANTI-FREEZE!**



## ALL-WINTER ALL-WEATHER GUARANTEE

The guarantee shown here appears on every can sold. No other anti-freeze is backed by this guarantee—no other anti-freeze can give the same complete protection.

## Is Your Car Less Than 8 Years Old?

Registered vehicles produced during the last eight years represent more than 50% of all cars in service. The newly designed engines in modern vehicles affect anti-freeze solutions in many ways. Increased

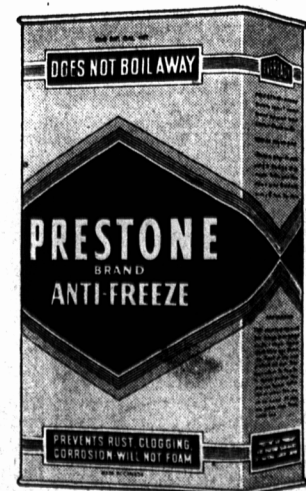
horsepower; high speed engines; high compression ratios; radiator pressure caps—these and other refinements combine to place tremendous loads on cooling systems. The result is increased

heat and pressure build-up on the anti-freeze solutions. "Prestone" Brand Anti-Freeze has demonstrated under the most severe conditions that it gives complete protection to the most modern car engines.

## SOLD ONLY IN CANS BEARING BRAND NAME "PRESTONE"

Unwary car owners are often deceived by claims that such and such an anti-freeze is 'just the same' as "Prestone" Brand. The truth is that "Prestone" Brand Anti-Freeze is made only by National Carbon Limited who make no other brand of all-winter anti-freeze. Drivers should insist on and get "Prestone" Brand Anti-Freeze. It is sold everywhere in Canada.

**Insist On  
and Get  
"PRESTONE"  
BRAND  
ANTI-FREEZE**



"Prestone" and "Eveready" are registered trade-marks of  
NATIONAL CARBON LIMITED  
MONTREAL TORONTO WINNIPEG