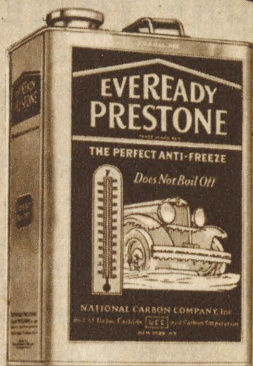


32
GUARANTEED PROTECTION



for your car

UCC

UNION CARBIDE AND
CARBON CORPORATION

EVEREADY PRESTONE

This winter protect the cooling
system of your car against
both freezing and corrosion
the *Eveready Prestone* way

BE SURE TO GET

"TWO WAY" *Protection*



THIS WINTER

**An ANTI-FREEZE
that protects against
both Freezing and
Corrosion**

Perhaps you know someone who neglected to buy anti-freeze for his car last winter before that first freezing, crackling night unexpectedly arrived. That car could not be started next morning, and examination disclosed a cracked cylinder head, or perhaps a broken radiator and the car was out of service with an expensive repair bill as a result.

This misfortune overtook tens of thousands of American car owners last winter—and all because of delay, a little neglect in buying the proper anti-freeze at the proper time—well ahead of that first destructive freeze.

Don't let unexpected frost damage your car this winter. Such damage is

costly and needless because the safest, most economical and largest selling non-evaporating anti-freeze on the market can be installed weeks ahead of the first cold night, and with it in the cooling system your car is safe and that worry is off your mind.

This year buy Eveready Prestone, and buy it early. Eveready Prestone can not evaporate, so one filling lasts all winter, and its price is now extremely low. Warm days, cold nights, fast driving, long drives, unexpectedly early frost or equally unexpectedly late spring frost can not affect it.

Eveready Prestone is a concentrated anti-freeze; the only anti-freeze *especially developed for use in automobiles*. It is an insurance policy that, at extremely low cost, offers you guaranteed "two-way" protection—protection against both freezing and corrosion. Besides being the most efficient anti-freeze known, Eveready Prestone reduces the corrosive action of water on the cooling system metals from 75 to 95%. It is approved by the maker of your car.

Once installed in the cooling system of your car, Eveready Prestone is there for the entire winter.

That is the type of anti-freeze protection you want this year—economical, Eveready Prestone protection.

Read this

GUARANTEE

National Carbon Company, Inc., specifically guarantees that Eveready Prestone, if used according to directions, will protect the cooling system of your car against freezing and clogging from rust formations for a full winter; also that it will not boil away, will not cause any damage to car finish, or to the metal or rubber parts of the cooling system, and that it will not leak out of a cooling system tight enough to hold water.

This guarantee is your insurance "policy" that, at extremely low cost, offers you two-way protection against both freezing and corrosion—insure a trouble-free winter's driving by using EVEREADY PRESTONE this year.

NATIONAL CARBON COMPANY, INC.

Unit of Union Carbide and Carbon Corporation



Chicago

New York

San Francisco

