

FACTS ABOUT ZEPHYR CLEANER POLISH

Do you ever stop to think that the first step in every improvement emanates from an idea? The next is the formation of the idea into something tangible, and the final one is in the laboratory where the idea is perfected. This can be applied to anything; but let us briefly discuss automobile finishes.

Few service men realize that the Ford Motor Company goes just as deeply into research to improve the design and finish of their automobiles as they do for the actual integral moving parts. The public takes it for granted, and rightly so, that the engine and other parts of any Ford automobile are equal to the finest that can be produced; therefore, it is "eye" appeal that arouses the greatest interest and leads to most sales. Once a car is purchased and driven around the block, it is classified as a used car; so from the time of purchase its subsequent value is really measured by its appearance. The finish becomes one of its most important assets.

The Ford laboratories exert every effort and spare no expense to make the finish of their automobiles more beautiful and durable every year. They are continually experimenting to attain a practical surface that will withstand the abuses of weather and road usage to which every car is subjected. The job, however, is not complete when this has been accomplished for this finish, just as all other parts of the automobile, will require the proper materials for its service and upkeep or it will soon deteriorate.

It is common knowledge, of course, that lubricating oils and fuels are designed to coordinate in the engine for a perfect working performance; but it may not be quite as commonly known that the same amount of care and research have gone into the formulating of Zephyr Cleaner Polish to ensure the same coordination in the maintenance of the new finishes, ordinarily referred to as synthetic enamels. It can be emphasized right here that the right material for this purpose in every Ford service department is just as important as any fine tool his mechanics may require for a delicate motor adjustment.

Every car, even while being driven normally over city streets or country roads will pick up particles of oily, sticky dirt, which settle on the body and collect dust. After being baked in by the sun, this forms an obstinate coating called road film. Ordinary washing, even with the use of soap, will not remove this film. Consequently, in time the surface becomes dull and lifeless. Also, since the film is not evenly deposited, there appears to be a variance in depth of color which causes the finish to look streaky. It is absolutely essential that this road film be removed to bring back the original beauty of the luster and that polishes which leave an oily residue be avoided.

To digest the foregoing, Zephyr Cleaner Polish is designed especially for the new type finishes. It has just the right amount of cleaning action -- and no more -- to make its use safe on any part of the car. It contains a hard, drying agent which seals a deep luster in the finish and forms a protection against weathering. It cleans and polishes in one operation and reduces to a minimum the labor necessary to maintain the car in the same condition as when it left the factory. Zephyr Cleaner Polish is a distinct departure from the old types. It functions quickly without harsh rubbing and removes road haze and dullness without the use of excessive abrasives. Cars that have been badly weathered will respond quickly and the original color and luster will be restored. The film is removed more by dissolution than by friction.

Zephyr Cleaner Polish has proved its worth by actual performance in the shop lasting qualities on the road.