

"Duration does more than save me \$165-plus per week in tractor fuel. But that's the best place I know to start!"

Leveling cotton and rice fields—running his John Deere 4840 and two dirt buckets about 12 hours per day—Ed Schmidt burns a lot of diesel fuel, down on the Arkansas Delta.

He not only goes full-throttle. But he has altered the fuel pump, raising his horsepower to nearly 250 from the normal 186! It costs him eight gallons of fuel an hour:

"And that's great!—that's two and a half gallons less per hour than before the Duration formula!"

Ed Schmidt is talking about Duration Lifetime Engine Treatment. For all internal combustion engines, this revolutionary product blends with clean oil on a four-to-one basis. Then, under engine heat, it actually bonds a permanent micro-thin film of lubrication to the internal moving parts.

With the result that metal friction and heat are reduced. Leading to improved fuel mileage...longer engine life (up to 52% by oil analysis)...and greater performance—for the life of the engine!

Says Ed, "As much as I like and recommend Duration's engine treatment, I feel just as good about their greases. For example, other tractor operators who do leveling grease their wheel bearings every two weeks. Whereas, I now do it only once each season."

Given the technological surge of recent years, it was only a matter of time before Duration would arrive. For Ed Schmidt, who uses it on all his motorized equipment. And for you.

