



What a Big Oil Company Found in Investigating the Gasoline Situation

"One of the oil companies has compiled some data which shows that the average water-cooled automobile runs about 12 MILES ON A GALLON of gasoline compared with about 18 MILES A GALLON for the average air-cooled car."—*Wall Street Journal, May 8, 1920.*

THE advantage of air cooling is established. And it is increased by Franklin light weight and flexibility—not only in economy but also in comfort and reliability. Proof—owners' records:—

20 miles to the gallon of gasoline
12,500 miles to the set of tires
50% slower yearly depreciation

(National Averages)

The increasing timeliness of the above Franklin results is strikingly shown by the following figures—the latest evidence of Franklin popularity:

80% increase in production
150% increase in demand

FRANKLIN

BRALY AUTO CO.

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