## Why the Sixteen-Year Old Economy Facts of the Franklin Mean More Today

Throughout the country, industries and individuals are "speeding up". The nation is on an efficiency basis, and both the individual and the motor car must either conform, or fall out of the picture.
"Anti-Idling" laws apply to motor cars as well as to men. These are days when the car that can't earn its keep faces the possibility of being put under lock and key. None of us can be wasters-and neither can our cars.

The Franklin Car meets this condition with flat statements of just what it will do-and just what it will cost to do it.

It offers you the satisfying service only a fine car can give; the utmost in riding-comfort, ease and safety of handling; freedom from complication and consequent repair-annoyance, plus the economical cost of upkeep arising from its steady delivery of -

20 miles to the gallon of gasoline-instead of 10
10,000 miles to the set of tires-instead of 5,000
Economy such as this is rare enough in the fine car field to be worth your immediate investigation-especially under present conditions.

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The unusually delicious, flaky pie crust made with Mazola is astonishing. Perfect digestibility follows every time-even with those who complain of delicate stomachs that cannot digest animal fats.


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