



## ***20 miles to the gallon of gasoline***

The Franklin uses less fuel to go a given distance because light weight and less friction make it the easiest rolling—and therefore the most easily controlled—car on the market.

## ***12,500 miles to the set of tires***

Long tire life can only result from less road shock—and that means greater comfort for rider and driver. Franklin comfort is as unusual as the tire mileage its owners get.

## ***50% slower yearly depreciation***

Slow depreciation means longer life, less troublesome and less expensive service during that life, and a higher re-sale value at any given period.

***80% Increase in Production***

***150% Increase in Demand***

Nothing could indicate more clearly how all these Franklin owners' results meet the motoring needs of the times than the above figures.

# *The* FRANKLIN

FRANKLIN MOTOR CAR CO.

C. G. HECK, President

911-13 N. Broad St., Philadelphia, Pa.

Immediate Deliveries Bell Phone—Poplar 4056-4057

—DEALERS—

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